- 11775-2 UB 11/25/80

SURVEYS OF CONSUMER ATTITUDES

Institute for Social Research

TABLES AND CHARTS

OCTOBER 1980

The October 1980 survey is the 123rd. in a series of survey of consumer attitudes conducted during the last 30 years. The purpose of these surveys is to measure changes in consumer attitudes and expectations, and to increase understanding of why these changes occur and how they affect consumer decisions to make discretionary purchases or to save. This type of understanding is an essential ingredient for forecasting changes in aggregate consumer behavior.

Two charts are presented for most questions. One gives quarterly results from 1955 to the last quarterly observation. A second chart shows monthly results since January of 1978, when this series was instituted, along with a simple three month moving average, plotted on the last of the three months.

TABLE OF CONTENTS

CHART/ TABLE	TITLE
1	THE INDEX OF CONSUMER SENTIMENT
2	INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS
3	COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT
4	CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO
5	SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION
6	EXPECTED CHANGE IN FINANCIAL SITUATION
7	TREND IN PERSONAL FINANCIAL SITUATION
8	EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS
9	PAST CHANGE IN REAL FAMILY INCOME
10	EXPECTED CHANGE IN REAL FAMILY INCOME
11	TREND IN FAMILY INCOME AND PRICE COMPARISON
12	NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
13	SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
14	CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO
15	EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR
16	REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR
17	TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS
18	BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS
19	BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS
20	EXPECTED CHANGE IN UNEMPLOYMENT
21	EXPECTED CHANGE IN INTEREST RATES
22	CHANGE IN PRICES DURING THE LAST 12 MONTHS
23	EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS
24	UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP
25	OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY
26	BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS
27	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS
28	BUYING CONDITIONS FOR HOUSES
29	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES
30	BUYING CONDITIONS FOR CARS
31	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS
32	PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS
33	CURRENT VEHICLE PURCHASE INTENTIONS
34	FUTURE VEHICLE PURCHASE INTENTIONS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

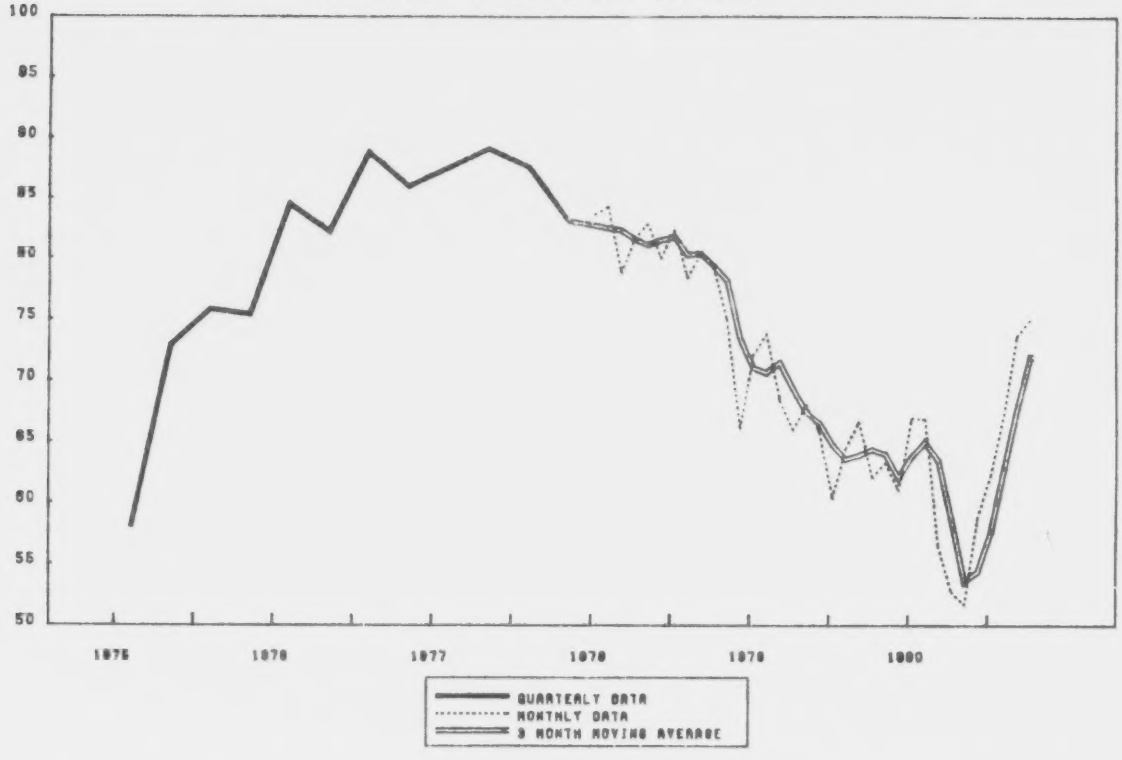

CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

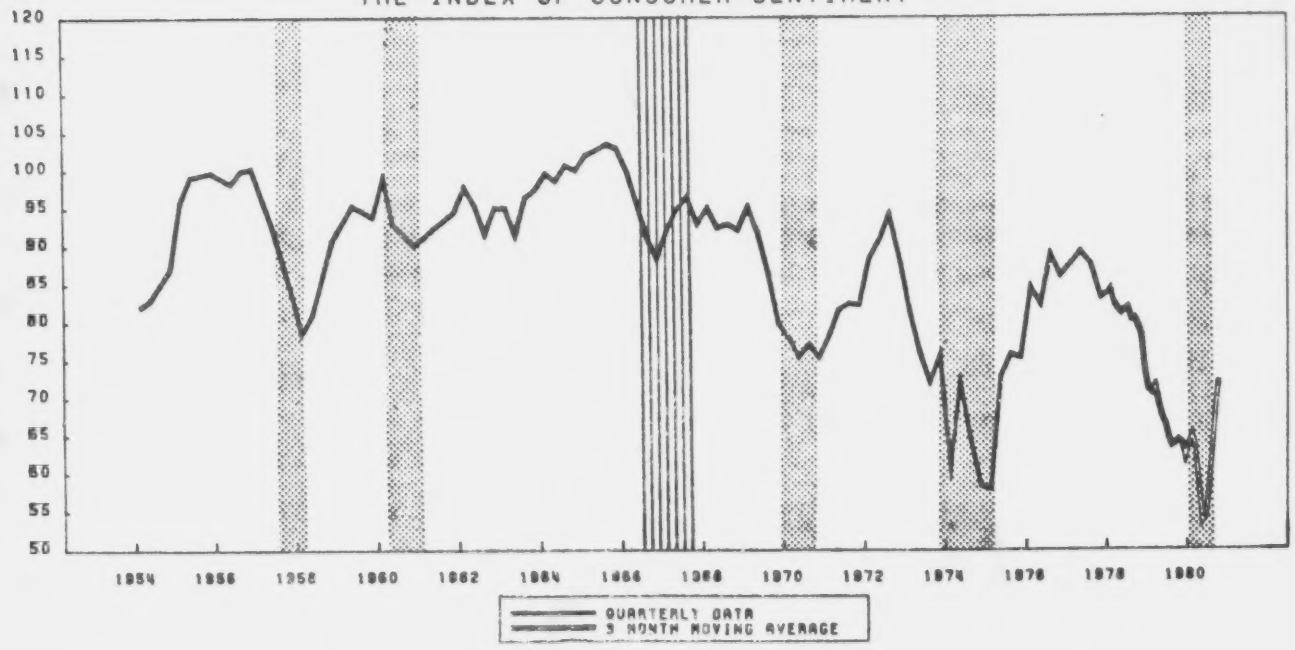

TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
November 1977	83.1	94.0	95.5
January 1978	83.7	95.6	94.7
February 1978	84.3	98.0	100.1
March 1978	78.8	87.5	93.8
April 1978	81.6	94.5	92.9
May 1978	82.9	87.1	90.0
June 1978	80.0	92.7	94.6
July 1978	82.4	91.7	92.4
August 1978	78.4	85.1	85.4
September 1978	80.4	87.2	87.2
October 1978	79.3	88.1	89.1
November 1978	75.0	81.0	83.0
December 1978	66.1	73.8	76.8
January 1979	72.1	83.7	84.8
February 1979	73.9	84.3	86.6
March 1979	68.4	75.3	73.6
April 1979	66.0	73.7	77.0
May 1979	68.1	73.5	76.7
June 1979	65.8	71.8	72.9
July 1979	60.4	67.2	68.0
August 1979	64.5	70.0	71.3
September 1979	66.7	71.6	74.4
October 1979	62.1	65.6	65.5
November 1979	63.3	68.3	69.9
December 1979	61.0	66.2	73.2
January 1980	67.0	70.8	70.9
February 1980	66.9	70.8	73.5
March 1980	56.5	62.3	64.5
April 1980	52.7	54.2	57.2
May 1980	51.7	55.2	53.3
June 1980	58.7	61.6	63.7
July 1980	62.3	67.6	67.3
August 1980	67.3	70.9	74.2
September 1980	73.7	78.1 R	78.5 R
October 1980	75.0	76.3	78.7

R = Revised.

CHART 2A

INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

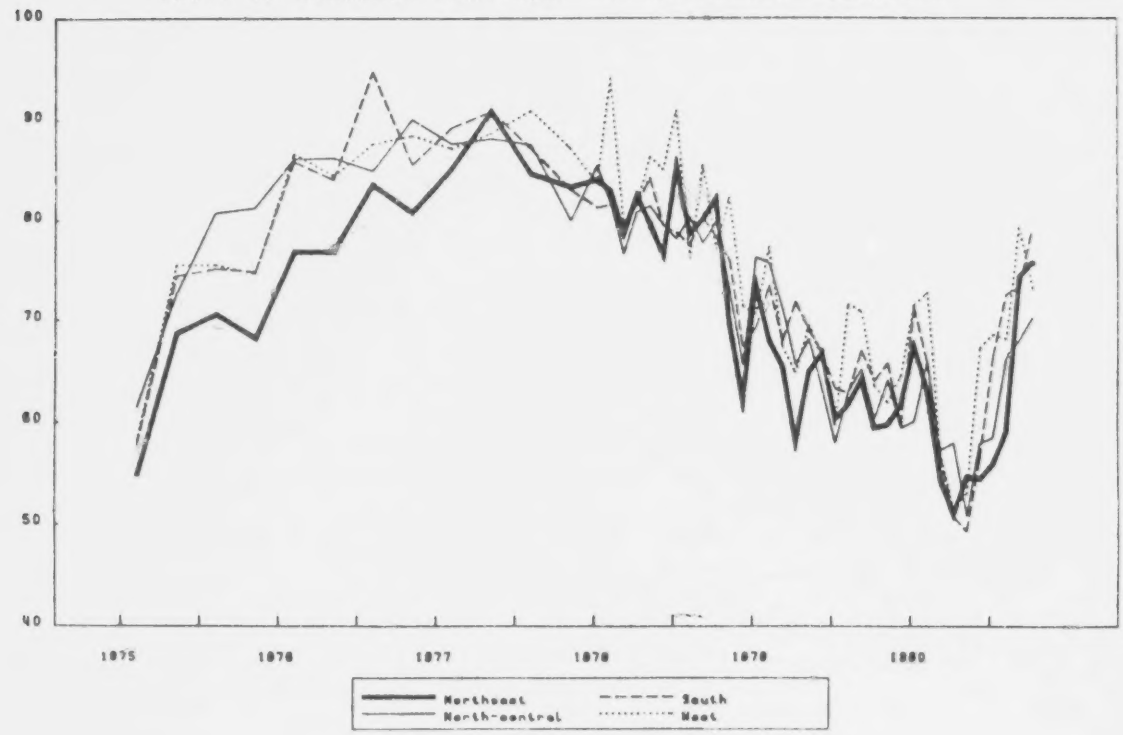

CHART 2B - RECENT CHANGES

INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

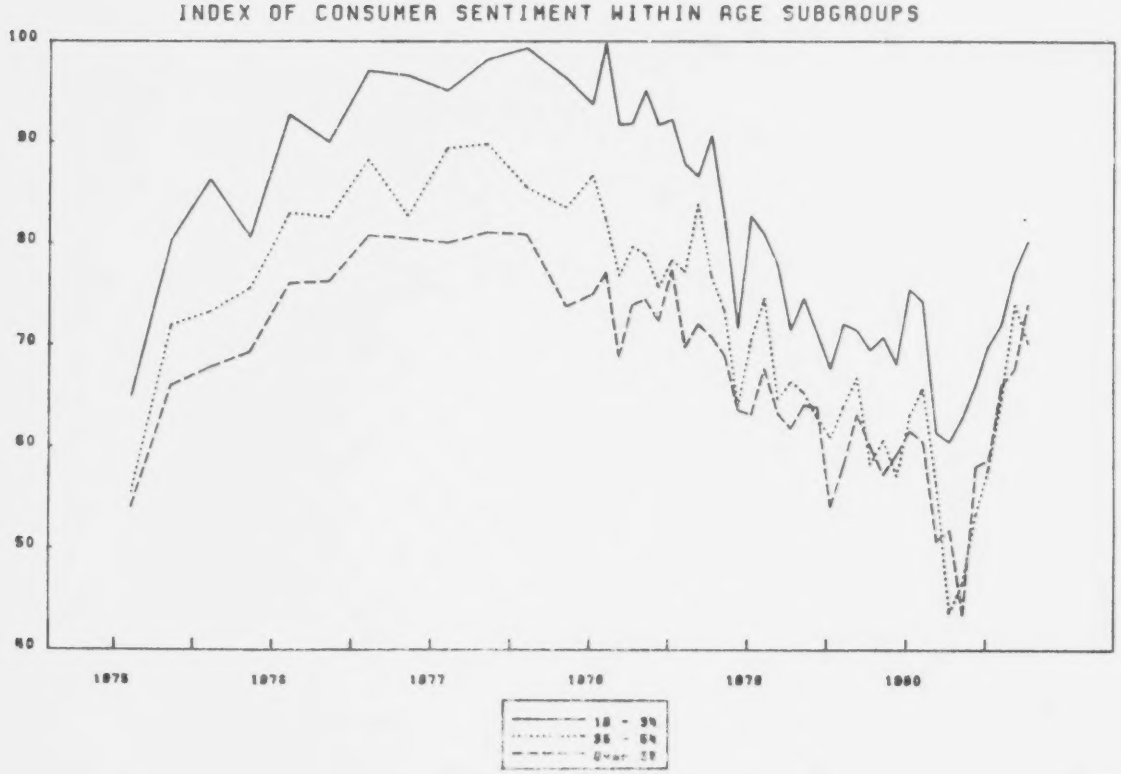

TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
November 1977	83.4	80.0	83.1	87.2	96.3	83.5	73.8
January 1978	84.1	85.5	81.3	83.7	93.7	86.7	75.0
February 1978	83.0	81.9	81.6	94.2	99.7	82.3	77.1
March 1978	78.7	76.7	79.7	79.6	91.7	76.8	68.8
April 1978	82.5	80.9	81.6	81.6	91.8	79.7	74.0
May 1978	79.7	81.5	84.3	86.4	95.1	78.9	74.5
June 1978	76.5	79.6	79.5	85.1	91.7	75.7	72.4
July 1978	85.4	78.2	78.8	91.0	92.2	78.4	77.4
August 1978	78.7	80.4	77.6	76.2	87.8	77.2	69.8
September 1978	80.1	77.8	80.3	85.6	86.6	83.9	72.1
October 1978	82.2	79.9	78.4	77.1	90.6	76.7	70.8
November 1978	69.6	73.1	76.1	82.4	82.5	73.3	69.0
December 1978	62.1	65.6	67.5	71.4	71.7	63.9	63.6
January 1979	73.5	76.4	69.3	70.6	82.7	70.6	63.2
February 1979	68.0	75.8	73.5	77.5	80.9	74.6	67.7
March 1979	65.5	71.3	68.0	67.4	77.9	64.7	63.3
April 1979	58.1	65.6	71.9	64.8	71.5	66.4	61.8
May 1979	64.9	68.2	69.1	69.6	74.6	65.3	64.1
June 1979	66.8	63.3	66.8	66.3	71.2	62.9	63.9
July 1979	60.4	58.0	63.3	59.7	67.7	60.9	54.1
August 1979	61.7	63.0	62.9	71.7	72.1	64.0	58.2
September 1979	64.1	65.2	67.0	70.9	71.5	66.8	63.2
October 1979	59.5	60.4	64.0	63.5	69.5	58.3	60.1
November 1979	59.8	64.1	65.8	61.9	70.8	60.7	57.3
December 1979	61.7	59.5	59.7	64.6	68.1	57.1	59.3
January 1980	67.4	60.1	71.3	71.6	75.5	63.1	61.6
February 1980	63.0	65.9	65.7	72.8	74.3	65.7	60.5
March 1980	54.4	57.3	56.7	56.9	61.4	56.2	50.7
April 1980	50.9	58.0	50.7	51.5	60.5	43.6	51.8
May 1980	54.6	50.8	49.3	53.0	62.8	46.6	43.4
June 1980	54.4	58.0	56.4	67.3	65.9	53.5	58.1
July 1980	55.9	58.5	66.4	68.6	69.9	58.1	58.8
August 1980	59.0	66.2	72.6	68.1	72.0	64.8	66.0
September 1980 R	76.3	68.3	71.8	79.5	78.6	73.4	69.4
October 1980	75.7	70.2	79.1	73.1	80.2	70.2	74.0

R = Revised.

CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

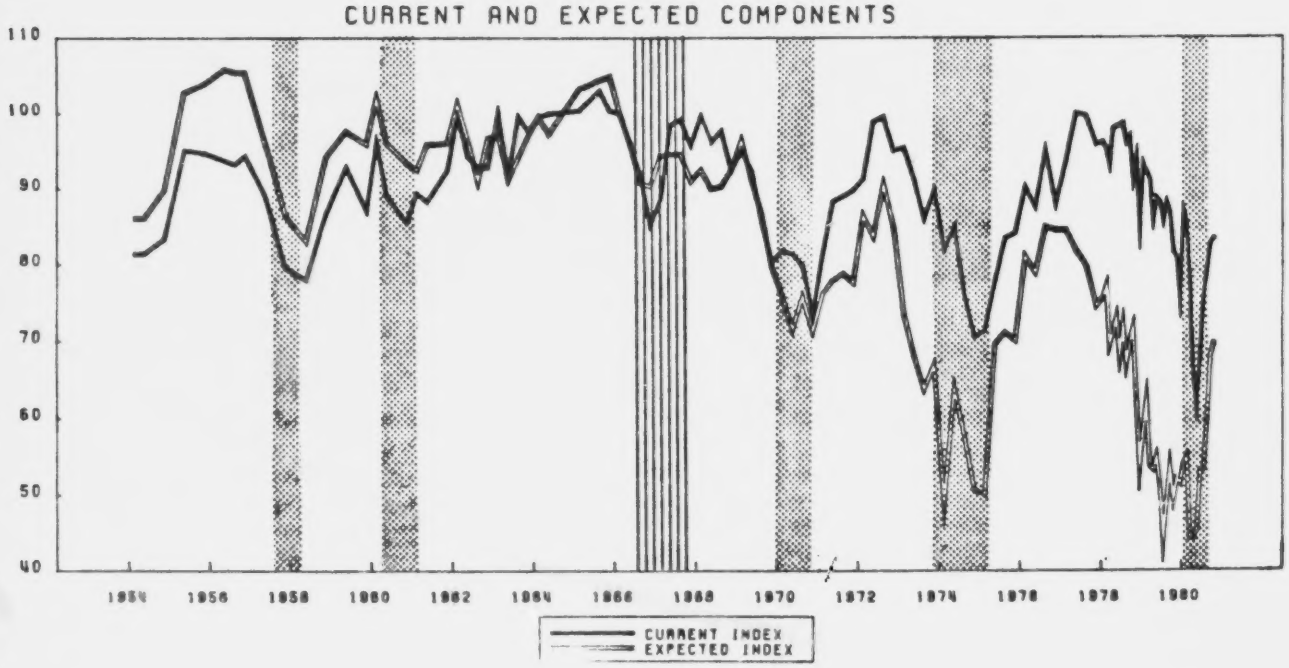

TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
November 1977	107	107	104	85	139	96.0	74.7
January 1978	105	114	106	80	142	96.2	75.7
February 1978	106	109	108	89	139	95.4	77.2
March 1978	100	107	91	76	140	93.2	69.5
April 1978	104	112	99	71	148	98.0	71.1
May 1978	105	111	99	79	147	98.2	73.0
June 1978	107	102	97	71	146	98.4	68.1
July 1978	108	111	105	69	146	98.7	72.0
August 1978	101	112	82	70	145	96.1	67.0
September 1978	109	109	96	71	140	96.9	69.8
October 1978	96	104	103	77	138	91.2	71.7
November 1978	106	106	74	67	135	94.1	62.8
December 1978	95	96	61	53	123	85.2	53.8
January 1979	101	99	72	58	139	93.3	58.4
February 1979	98	98	75	71	138	92.2	62.2
March 1979	96	99	57	53	138	91.2	53.7
April 1979	85	90	63	55	134	85.9	53.3
May 1979	91	95	58	62	136	88.7	54.9
June 1979	92	91	54	55	134	88.2	51.4
July 1979	90	92	39	40	130	85.7	44.2
August 1979	95	98	46	48	131	88.2	49.3
September 1979	90	98	60	51	133	87.1	53.6
October 1979	83	96	48	49	126	81.6	49.5
November 1979	86	97	52	54	120	80.9	52.0
December 1979	83	101	50	50	110	75.8	51.5
January 1980	96	106	58	47	127	87.1	54.1
February 1980	85	99	55	60	134	85.5	54.9
March 1980	76	92	38	41	116	75.3	44.3
April 1980	73	94	32	45	94	65.8	44.4
May 1980	79	100	31	44	77	61.7	45.3
June 1980	78	101	43	63	93	67.4	53.0
July 1980	90	105	45	58	104	76.1	53.4
August 1980	93	111	63	60	109	79.4	59.6
September 1980	91	117	83	69	121	82.7	67.9
October 1980	90	108	84	83	123	83.4	69.6

(1) See Table 4.
(2) See Table 6.
(3) See Table 18.
(4) See Table 19.
(5) See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

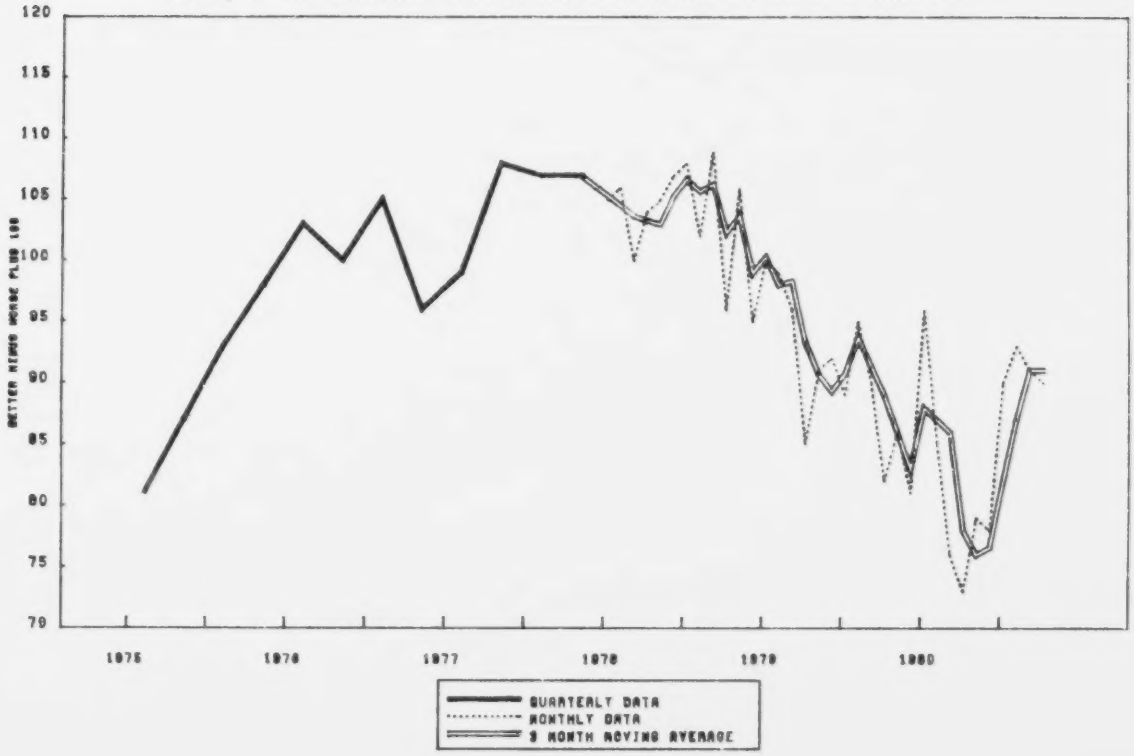

CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

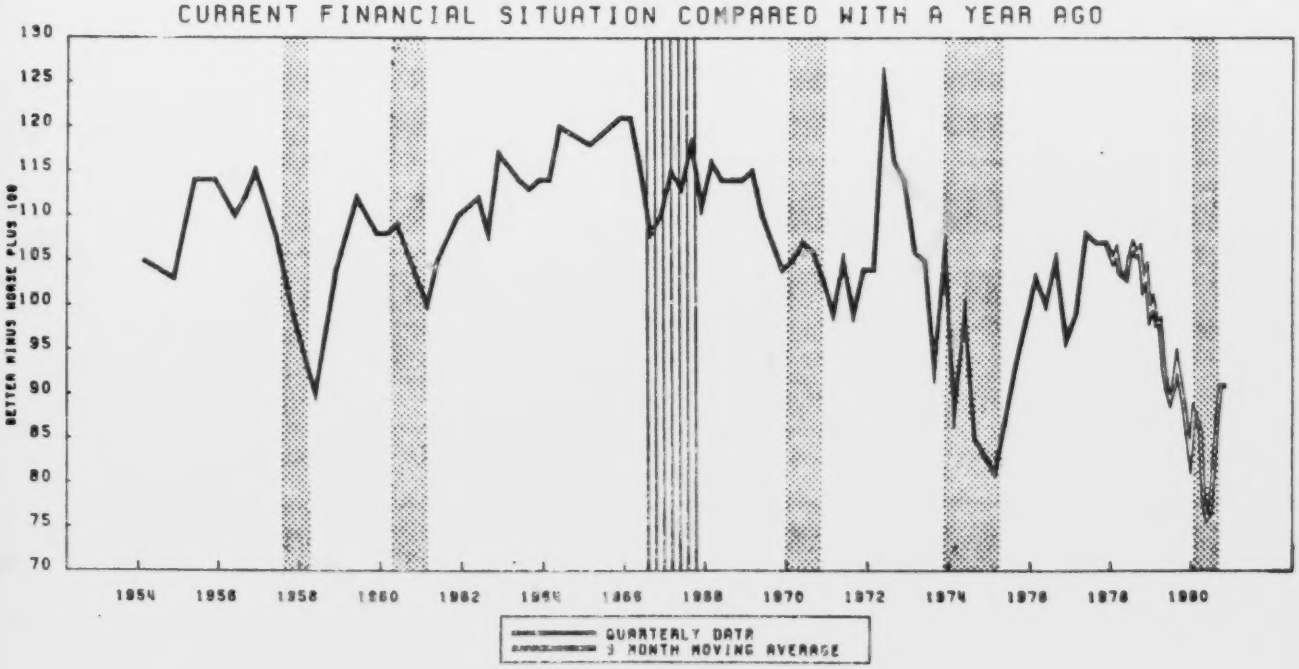

TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
BETTER OFF	28%	30%	28%	34%	30%	24%	24%	26%	25%	30%	33%	31%	30%
SAME	26	25	26	28	25	28	25	26	26	29	26	27	30
WORSE OFF	45	44	45	38	45	48	51	47	47	40	40	40	40
DK,NA	1	1	1	*	*	*	*	1	2	1	1	2	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES

REASONS FOR FINANCIAL SITUATION COMPARED TO A YEAR AGO

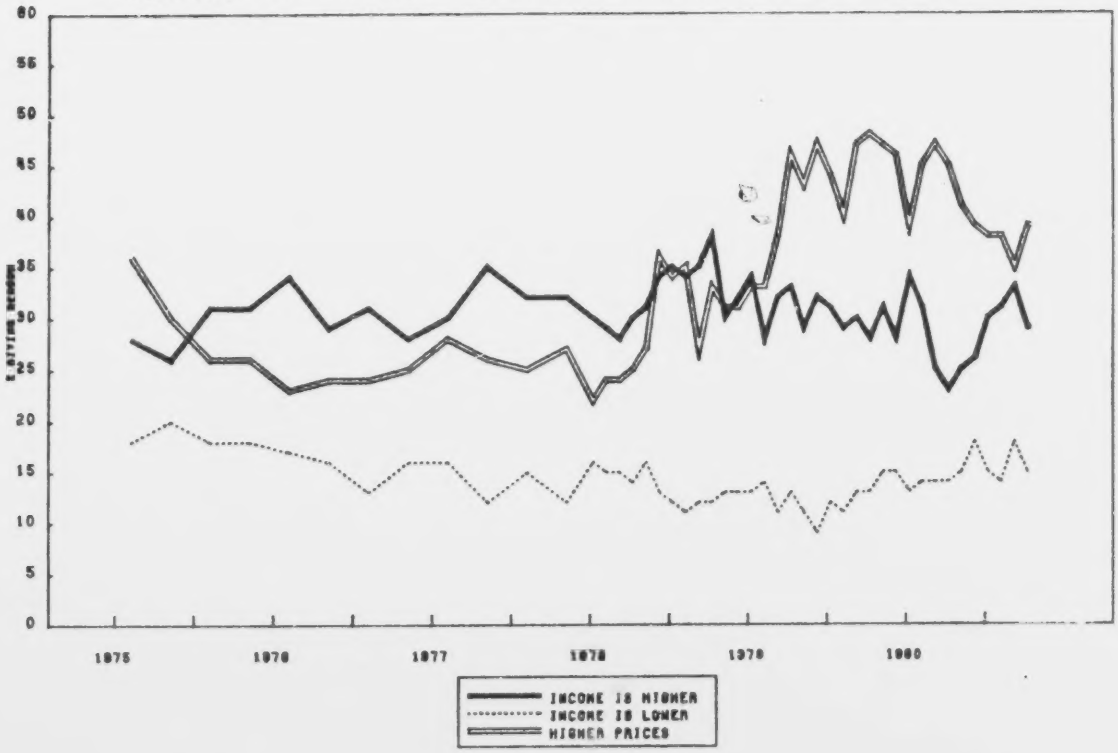

TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
BETTER OFF THAN YEAR AGO:													
Income is higher	28%	31%	27%	34%	31%	25%	23%	25%	26%	30%	31%	33%	29%
WORSE OFF THAN YEAR AGO:													
Income is lower	13	15	14	13	14	14	14	15	18	15	14	18	15
Higher prices	48	47	44	39	45	47	45	41	39	38	38	35	39

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

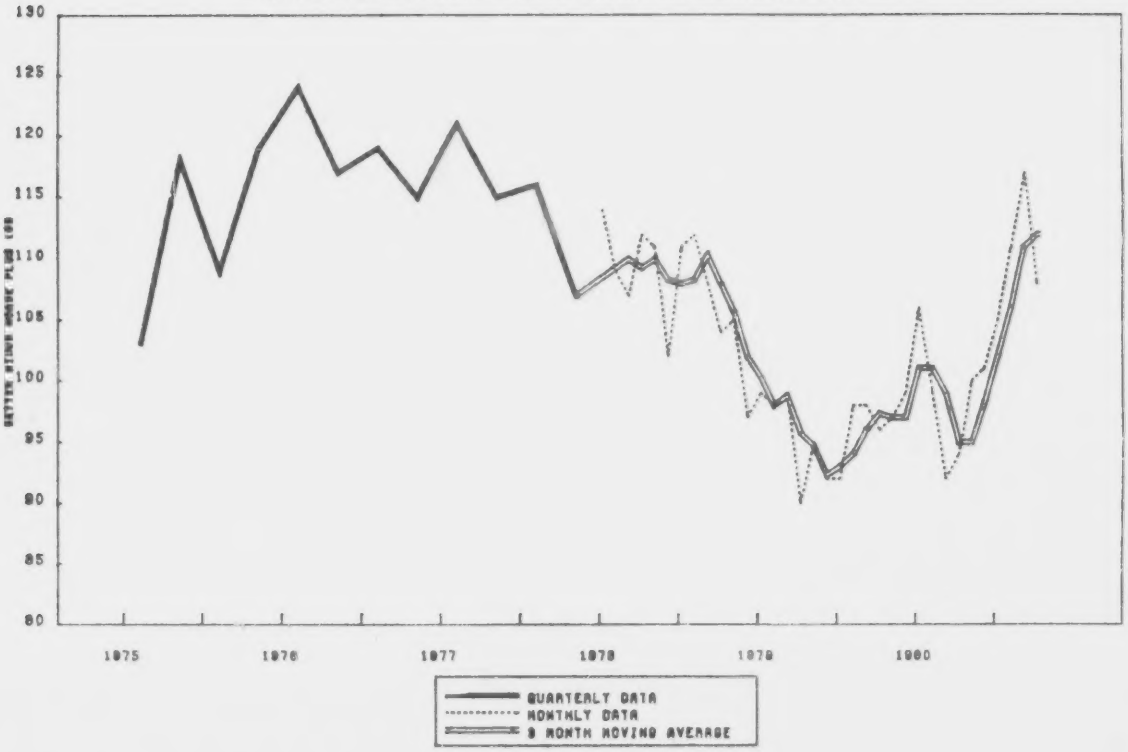

CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

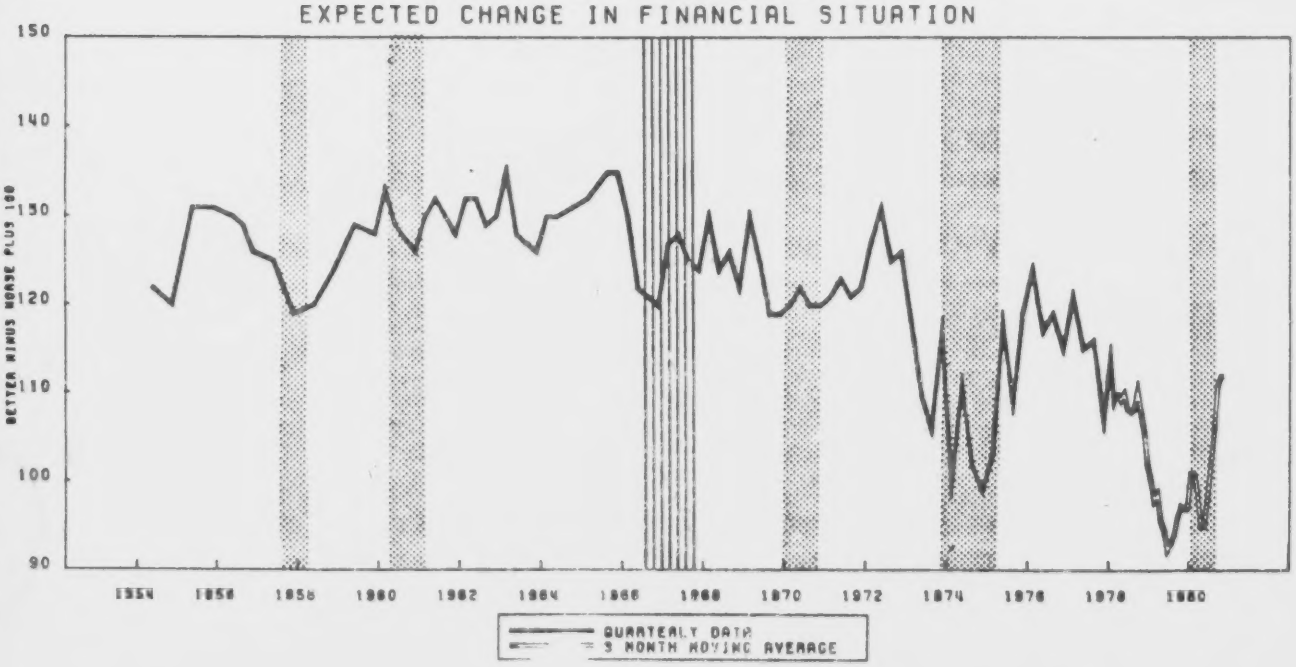

TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
BETTER OFF	24%	21%	26%	28%	25%	20%	25%	27%	26%	26%	30%	34%	25%
SAME	45	53	45	46	45	47	42	43	46	48	48	45	50
WORSE OFF	28	24	25	22	26	28	31	27	25	21	19	17	17
DK,NA	3	2	4	4	4	5	2	3	3	5	3	4	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

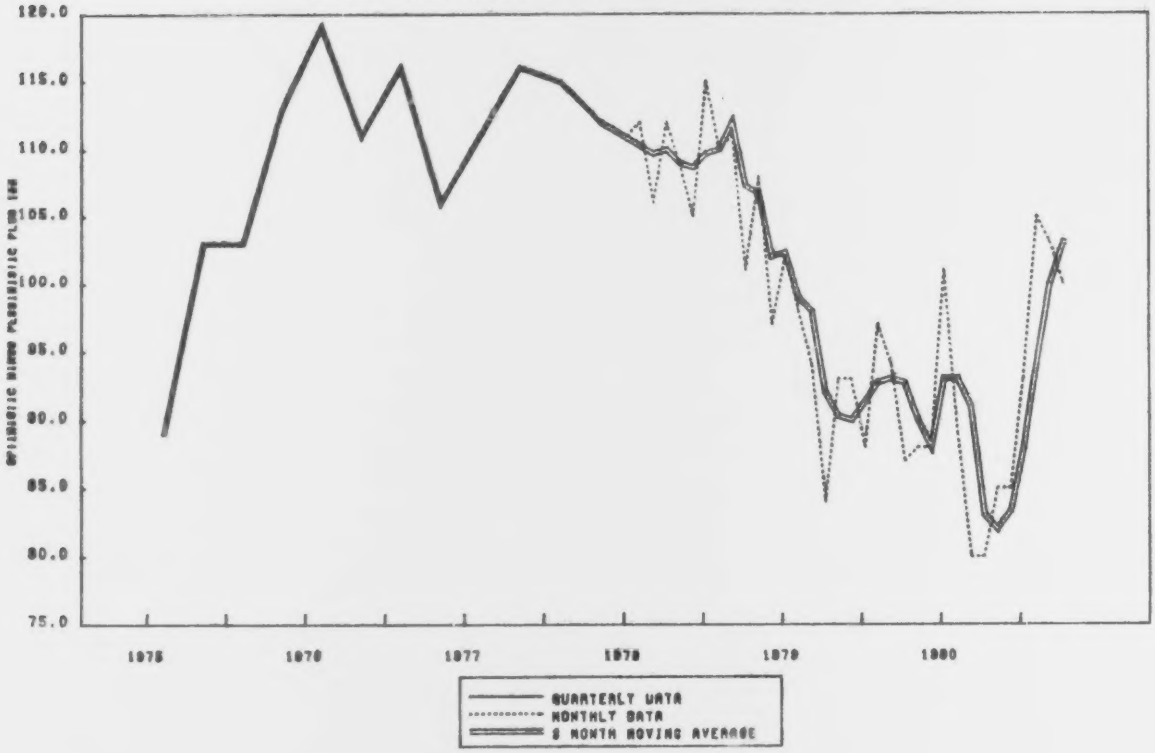

CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

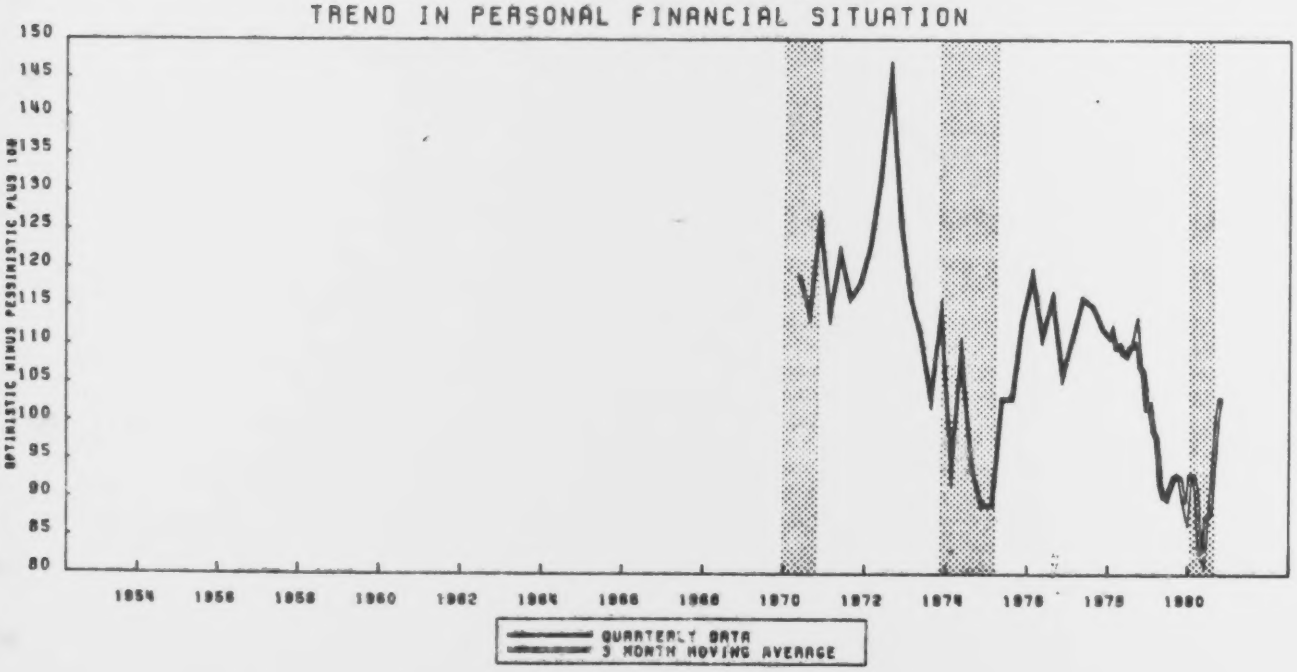

TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	11%	11%	12%	15%	13%	7%	8%	11%	10%	12%	12%	14%	12%
Intermittant increase (b)	18	19	18	21	19	16	16	17	16	19	22	19	20
Remain unchanged (c)	14	16	14	16	12	15	14	12	14	14	16	15	18
Intermittant decline (d)	23	25	23	20	25	27	23	27	27	28	17	21	21
Continuous decline (e)	19	16	18	14	18	17	21	16	14	10	12	9	11
Mixed change (f)	12	10	11	10	10	13	16	14	15	11	18	16	10
DK,NA	3	3	4	4	3	5	2	3	4	6	3	6	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
EXPECT INCREASE:													
1-4%	na	5%	na	na	6%	na	5%	6%	5%	5%	6%	7%	8%
5%		8			8		8	7	7	8	10	7	7
6-9%		14			14		14	12	13	11	15	16	15
10-24%		19			20		23	24	25	20	20	21	21
25% or more		6			9		7	6	8	5	6	5	7
DK how much up		8			7		7	8	8	10	9	10	10
EXPECT SAME		28			24		25	22	21	21	21	21	21
EXPECT DOWN		8			10		9	13	12	18	11	10	9
DK,NA		4			2		2	2	1	2	2	3	2
TOTAL		100%			100%		100%	100%	100%	100%	100%	100%	100%
CASES		1327			1019		719	703	688	668	658	682	685

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

na : Not available.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE DURING THE LAST YEAR

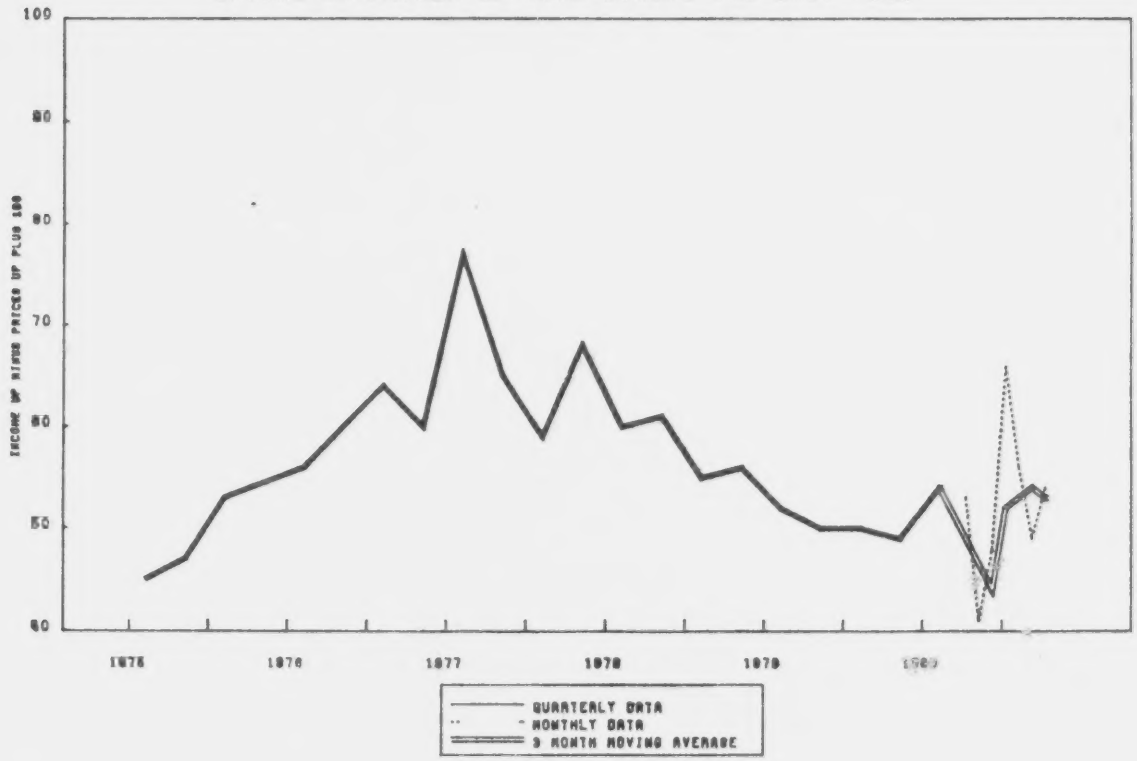

TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
INCOME UP MORE	na	12%	na	na	13%	na	11%	8%	11%	12%	13%	12%	13%
INCOME UP SAME		23			27		22	22	25	30	29	24	25
PRICES UP MORE		63			59		66	67	63	56	57	63	59
DK,NA		2			1		1	3	1	2	1	1	3
TOTAL		100%			100%		100%	100%	100%	100%	100%	100%	100%
CASES		1327			1019		719	703	688	668	658	682	685

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

na : Not available.

CHART 10 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

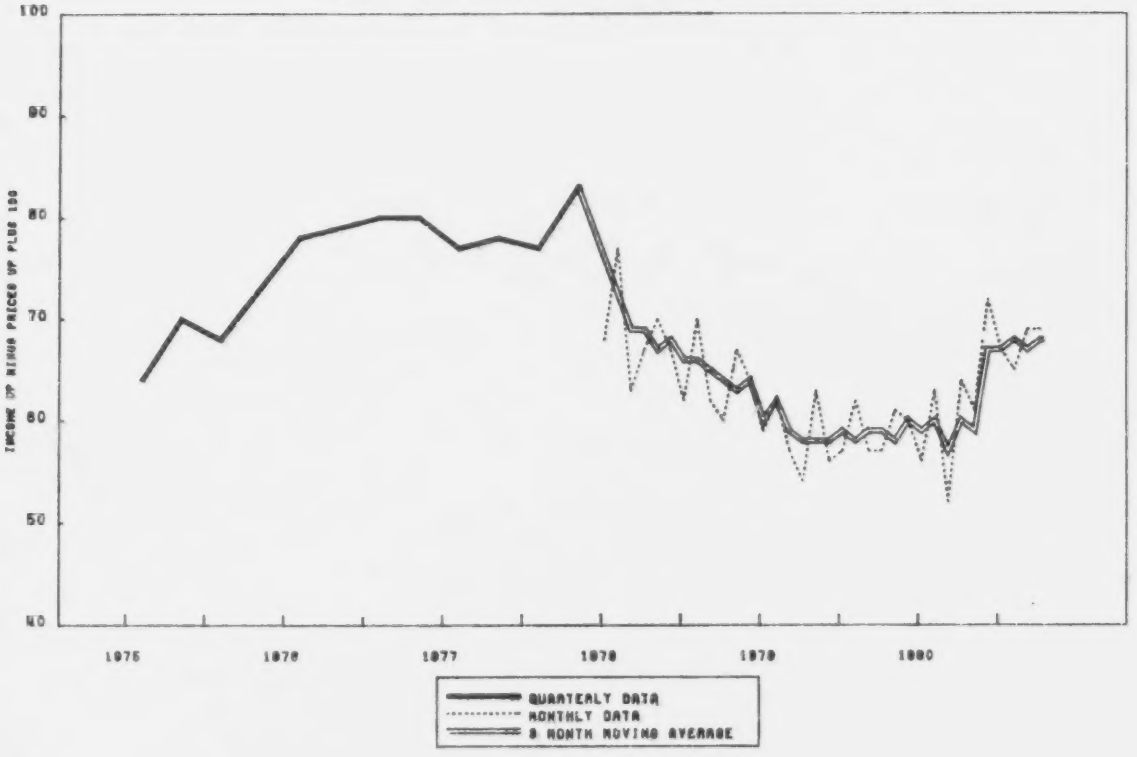

TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
INCOME UP MORE	9%	10%	11%	8%	14%	8%	12%	12%	14%	12%	11%	14%	12%
INCOME UP SAME	35	38	34	36	33	32	37	34	41	38	40	38	42
PRICES UP MORE	52	49	51	52	51	56	48	51	42	45	46	45	43
DK, NA	4	3	4	4	2	4	3	3	3	5	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

CHART 11 - RECENT CHANGES
TREND IN INCOME AND PPICE COMPARISON

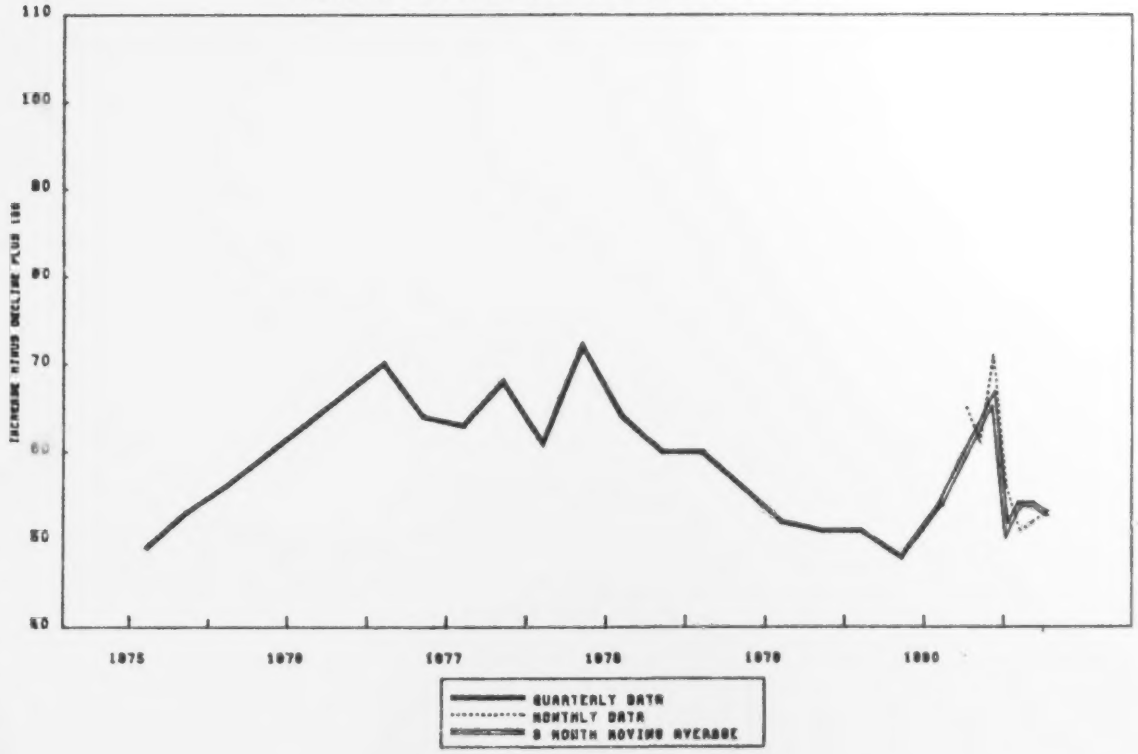

TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
REAL INCOME PROGRESS:													
Continuous increase (a)	na	4%	na	na	7%	na	4%	2%	5%	5%	3%	5%	6%
Intermittant increase (b)		8			8		8	9	8	9	11	9	6
Remain unchanged (c)		14			16		13	11	16	17	17	14	18
Intermittant decline (d)		22			19		24	22	26	23	22	23	25
Continuous decline (e)		42			42		41	44	35	35	37	39	34
Mixed change (f)		6			6		6	6	7	5	6	6	7
DK,NA		4			2		4	6	3	6	4	4	4
TOTAL		100%			100%		100%	100%	100%	100%	100%	100%	100%
CASES		1327			1019		719	703	688	668	658	682	685

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

na : Not available.

CHART 12 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

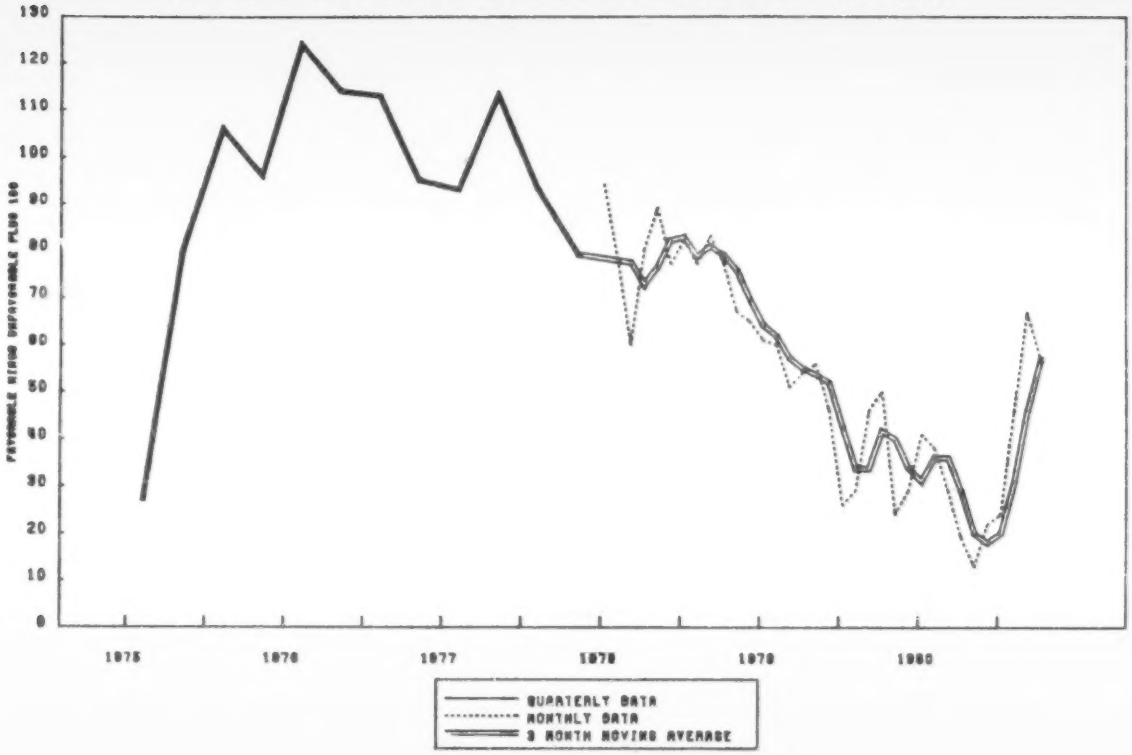

CHART 12 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

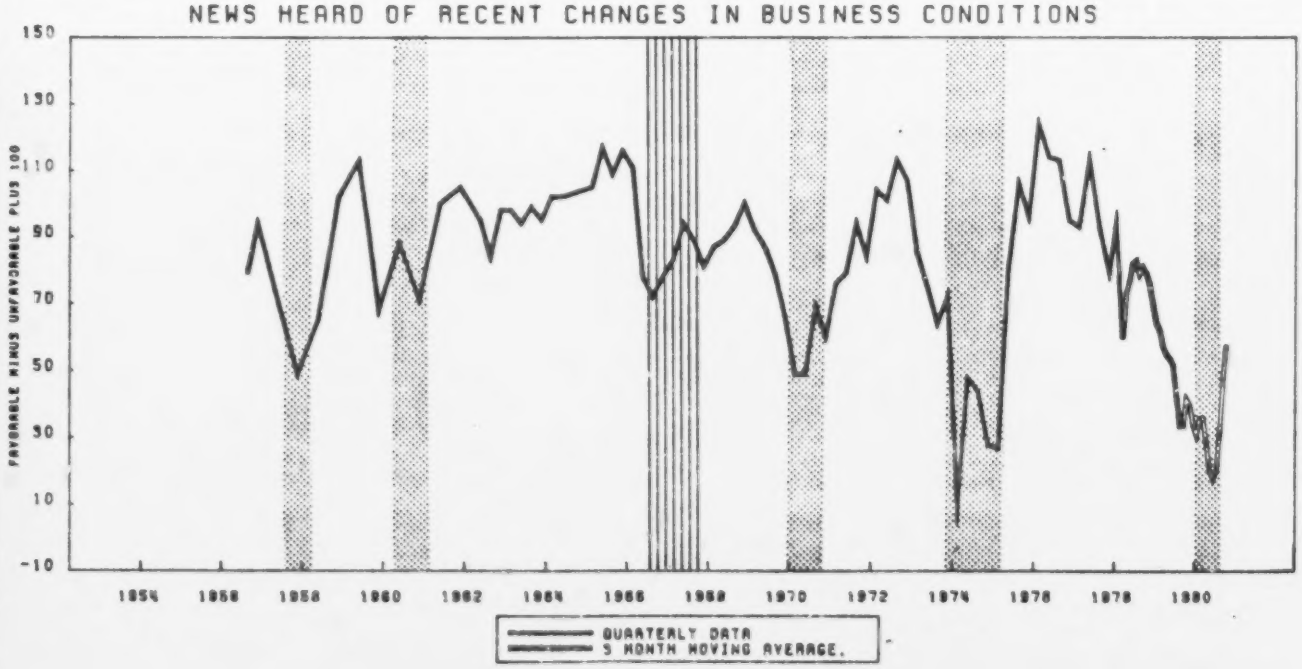

TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
FAVORABLE NEWS	13%	11%	11%	17%	14%	11%	10%	10%	15%	19%	24%	30%	29%
UNFAVORABLE NEWS	63	87	79	76	76	82	91	97	93	95	78	63	72
NO MENTIONS	47	38	41	39	41	41	35	30	29	30	34	38	33

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

TABLE 13

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
FAVORABLE NEWS:													
Government; elections	1%	1%	*	*	1%	1%	1%	*	1%	*	1%	2%	1%
Employment	4	3	4	6	5	3	3	1	3	4	7	7	10
Consumer demand high	1	*	1	1	1	1	1	*	1	1	1	3	3
Prices are low	1	1	*	1	1	*	1	1	1	1	*	1	2
Credit is easy	*	*	1	1	1	*	*	5	7	7	8	7	3
UNFAVORABLE NEWS:													
Government; elections	2	3	3	4	3	3	3	4	2	4	3	1	4
Unemployment	15	16	22	18	19	14	21	40	50	43	31	25	26
Consumer demand low	7	6	10	8	10	8	9	10	9	12	12	8	8
Prices are high	13	16	10	16	14	17	17	11	8	12	13	10	10
Credit is tight	9	20	14	7	9	22	24	16	9	5	5	8	12
Energy crisis	3	5	4	4	4	1	1	*	1	1	1	*	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

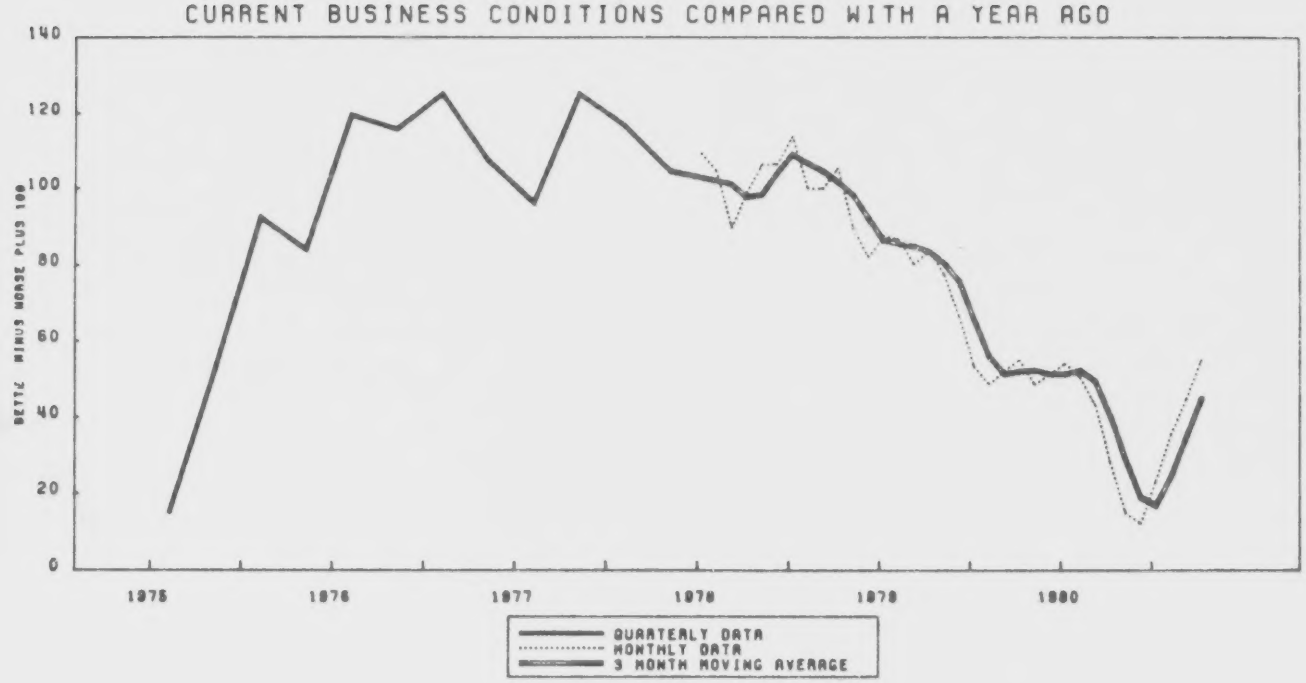

CHART 14 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

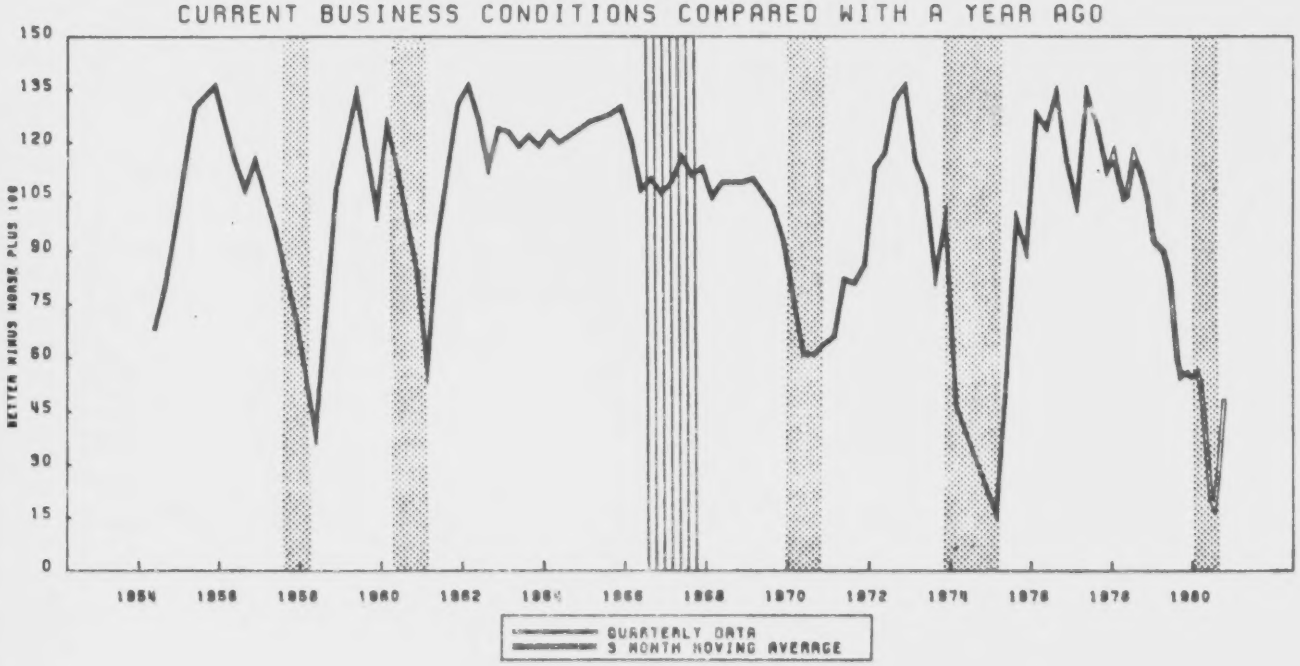

TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
BETTER NOW	22%	19%	21%	21%	21%	15%	10%	6%	4%	10%	15%	18%	23%
SAME	11	13	12	14	10	12	10	4	5	4	7	10	10
WORSE NOW	63	66	65	62	67	69	79	90	90	85	77	70	64
DK, NA	4	2	2	3	2	4	1	*	1	1	1	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

CHART 15 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

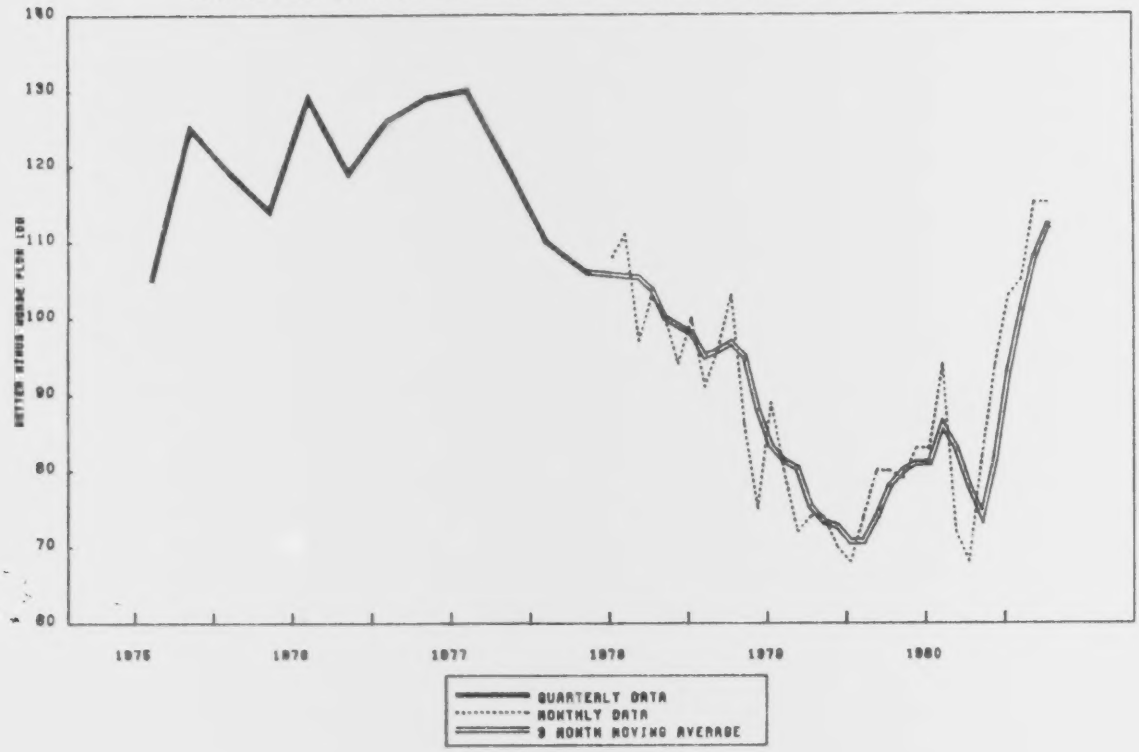

CHART 15 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

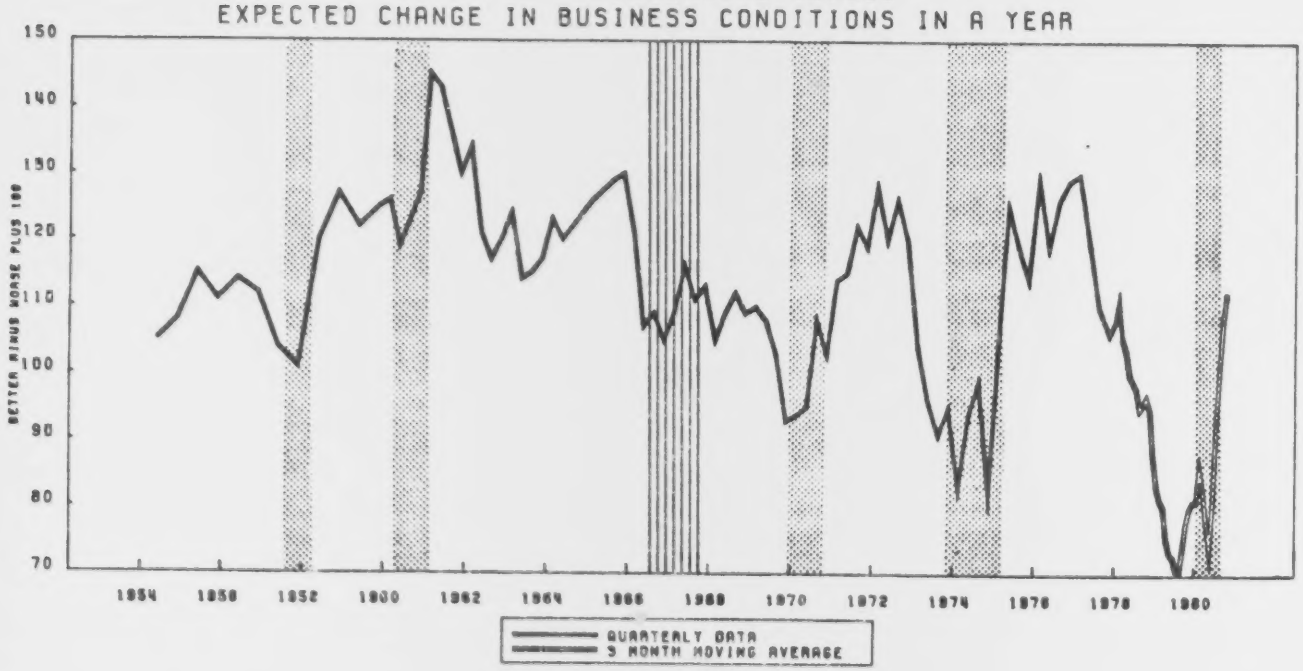

TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
BETTER	15%	15%	17%	17%	21%	14%	14%	21%	26%	28%	28%	32%	33%
SAME	47	47	43	45	49	42	37	37	38	43	44	47	44
WORSE	35	36	36	35	27	42	46	39	32	25	23	17	18
DK, NA	3	2	4	3	3	2	3	3	4	4	5	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
FAVORABLE REASONS:													
Government; elections	na	9%	na	na	11%	na	8%	11%	10%	15%	14%	15%	16%
Employment		2			4		2	2	3	4	4	5	5
Higher consumer demand		2			3		1	3	1	2	3	4	5
Lower prices		2			1		3	2	3	1	1	3	3
Easier credit		2			1		1	4	5	2	3	3	2
UNFAVORABLE REASONS:													
Government; elections		8			13		15	7	7	12	7	7	11
Unemployment		9			5		11	14	12	10	7	6	4
Higher consumer demand		7			7		6	5	5	6	7	3	2
Higher prices		23			16		25	14	10	9	14	10	10
Tighter credit		7			3		12	6	4	2	2	2	2
Energy crisis		6			6		3	2	1	1	1	1	1

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

na : Not available.

CHART 17 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

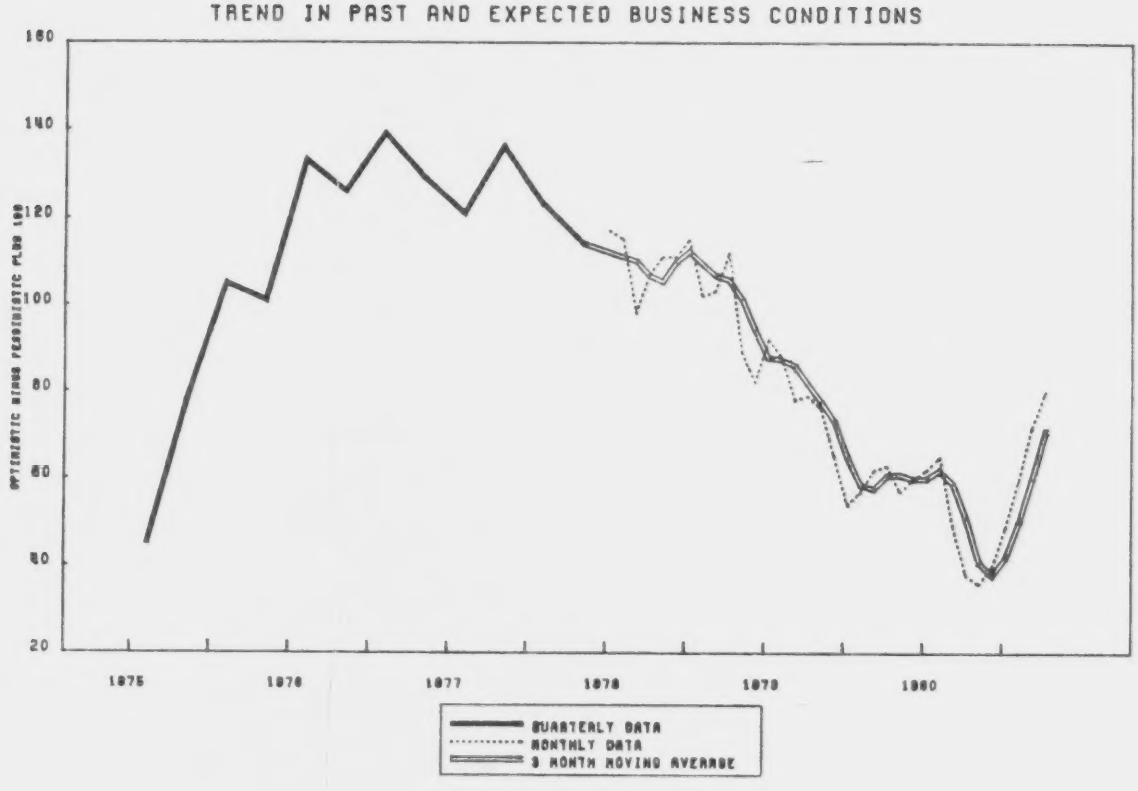

CHART 17 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

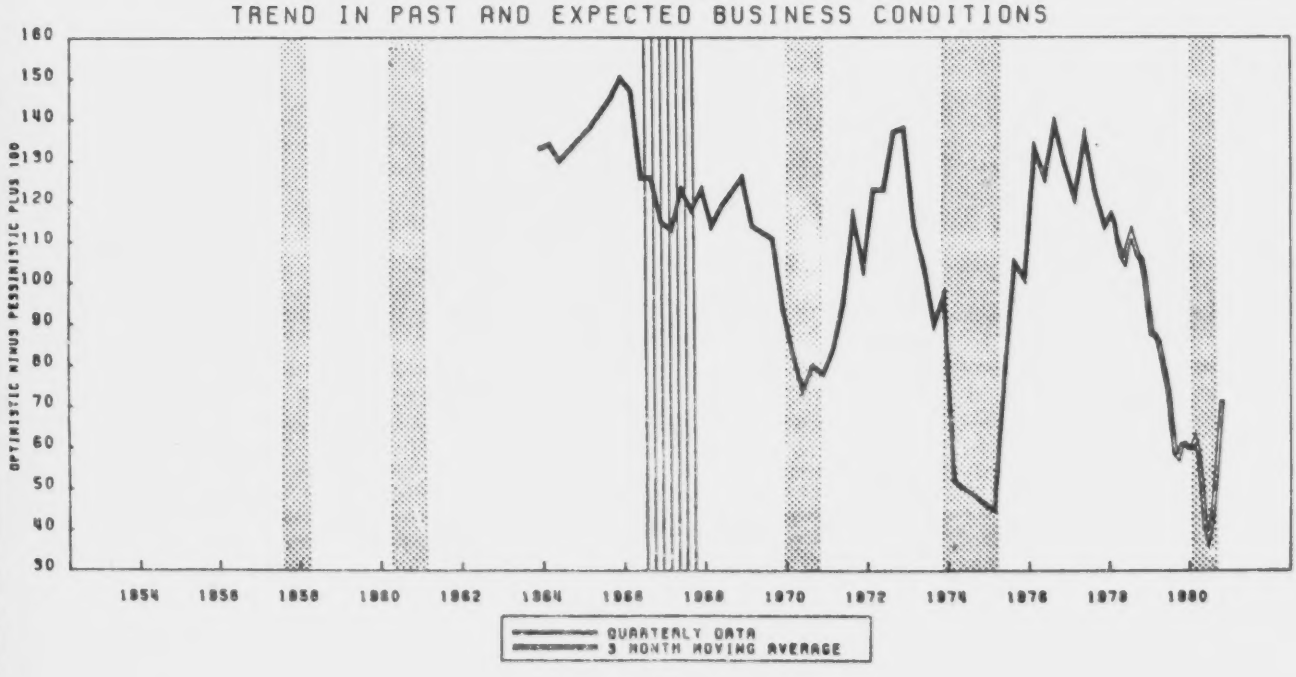

TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS +

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
TREND:													
Continuous increase (a)	7%	4%	5%	6%	8%	3%	4%	1%	1%	2%	5%	9%	9%
Intermittant increase (b)	12	12	12	10	12	9	6	5	4	7	9	10	[illegible]
Remain unchanged (c)	7	8	6	9	6	6	3	1	2	1	3	6	5
Intermittant decline (d)	31	30	29	30	33	31	32	34	35	37	35	33	28
Continuous decline (e)	26	29	28	24	22	32	41	36	30	23	19	14	14
Mixed change (f)	11	14	14	16	15	14	10	20	23	26	23	23	23
DK,NA	6	3	6	5	4	5	4	3	5	4	6	5	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

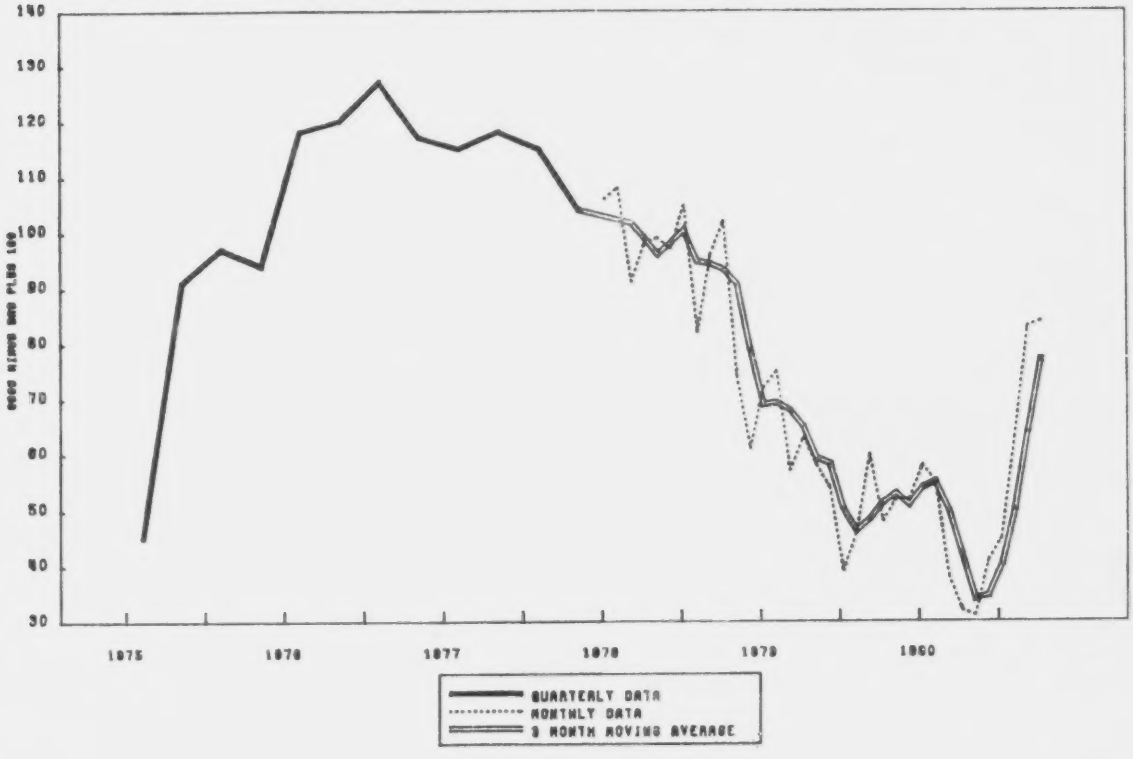

CHART 18 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

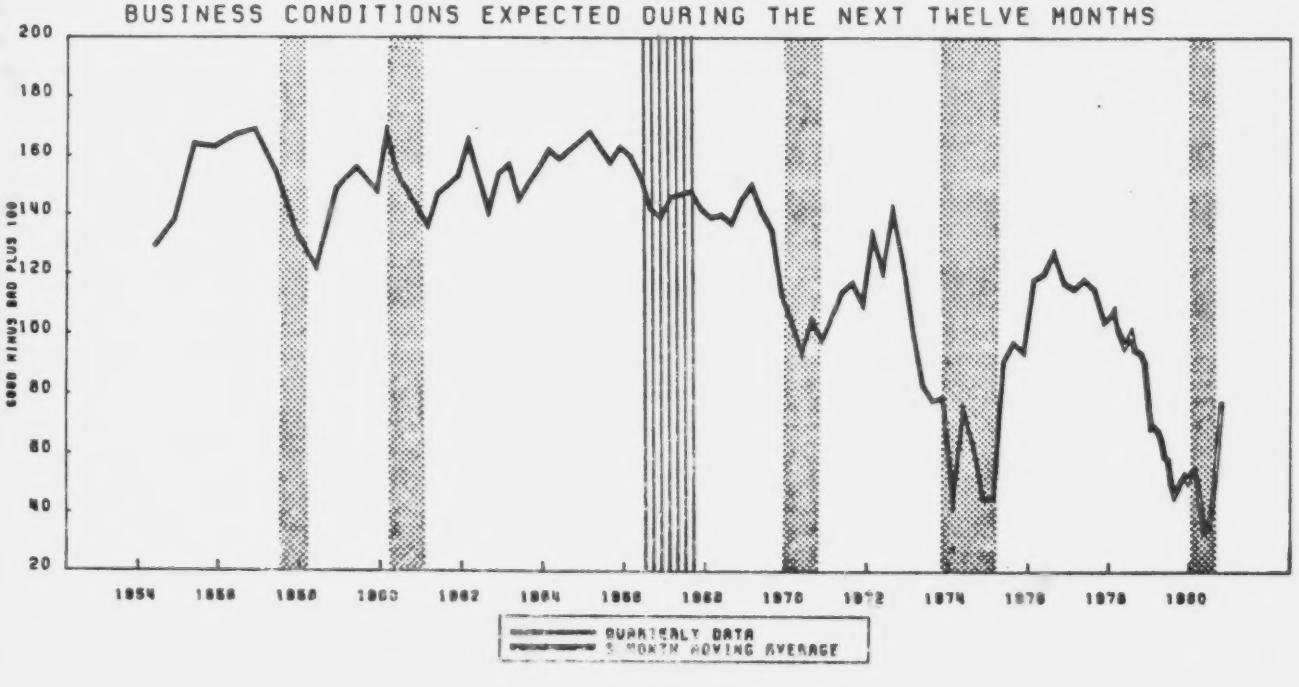

TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GOOD TIMES	18%	20%	19%	24%	22%	14%	11%	13%	18%	19%	25%	35%	33%
UNCERTAIN; GOOD & BAD	1	3	2	1	1	1	1	1	1	1	2	2	2
BAD TIMES	70	68	69	66	67	76	79	82	75	74	62	52	49
DON'T KNOW	5	4	4	4	5	4	4	3	4	4	7	7	8
NOT ASCERTAINED	6	5	6	5	5	5	5	1	2	2	4	4	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 19 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

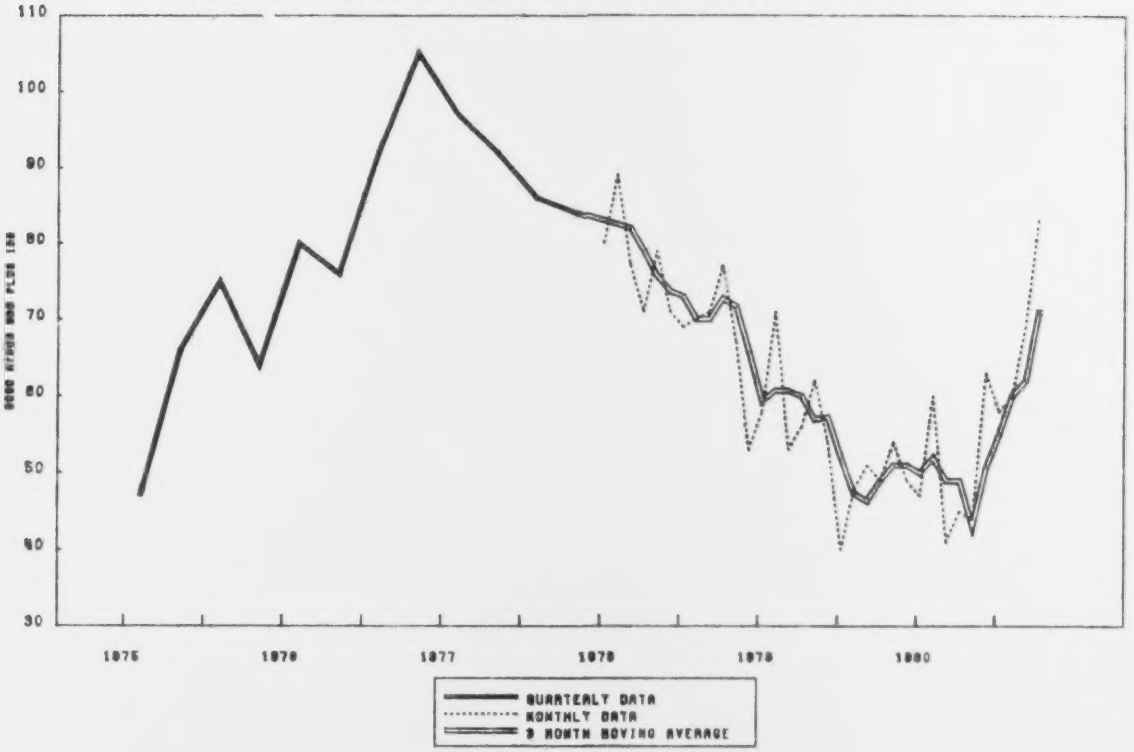

CHART 19 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

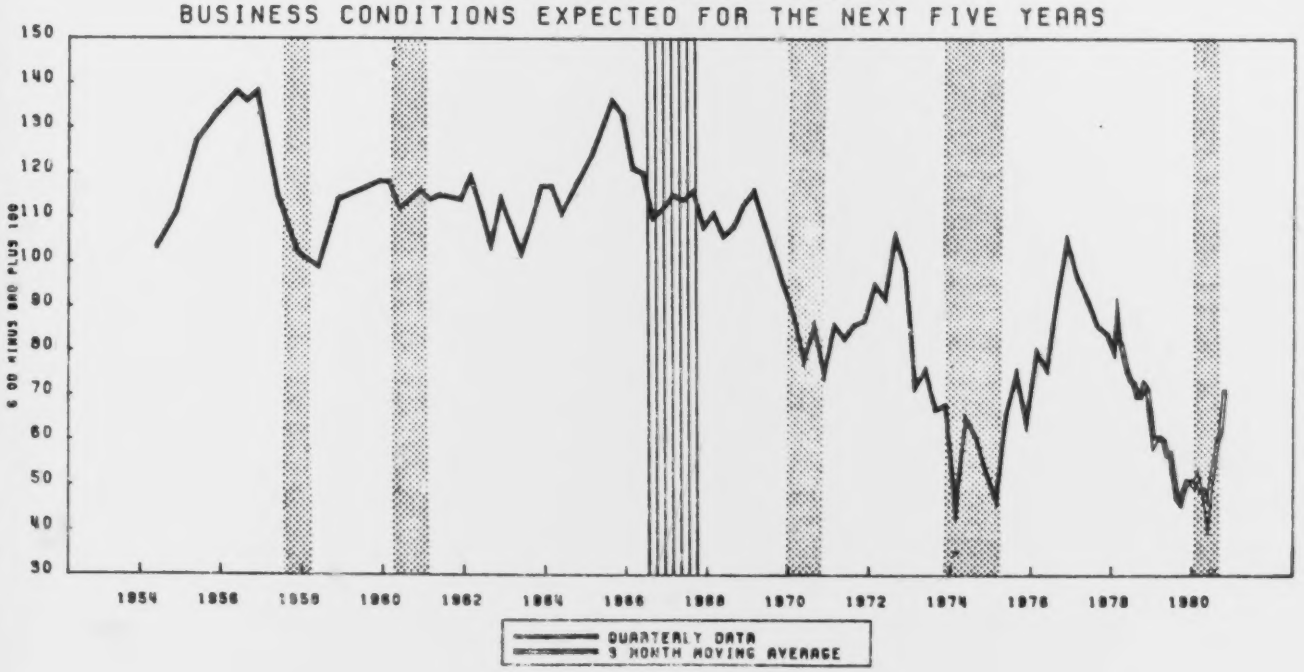

TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GOOD TIMES	16%	18%	15%	17%	21%	13%	14%	15%	22%	19%	19%	25%	27%
UNCERTAIN; GOOD & BAD	13	12	15	9	14	10	12	10	12	13	16	14	19
BAD TIMES	67	64	65	70	61	72	69	71	59	61	59	56	44
NOT ASCERTAINED	4	6	5	4	4	5	5	4	7	7	6	5	10
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

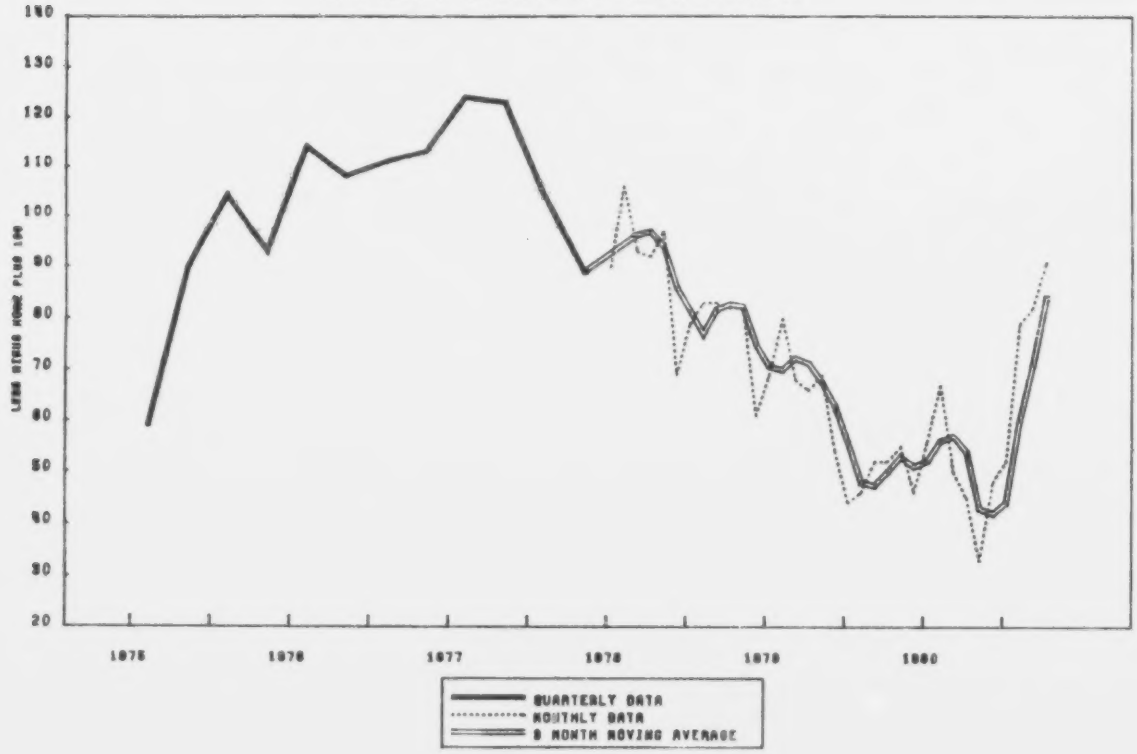

CHART 20 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
LESS	7%	8%	8%	9%	13%	7%	7%	5%	11%	11%	19%	22%	21%
SAME	36	36	30	34	38	35	29	23	25	30	38	36	46
MORE	55	54	61	54	46	57	62	72	63	59	40	40	30
DK,NA	2	2	1	3	3	1	2	*	1	*	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

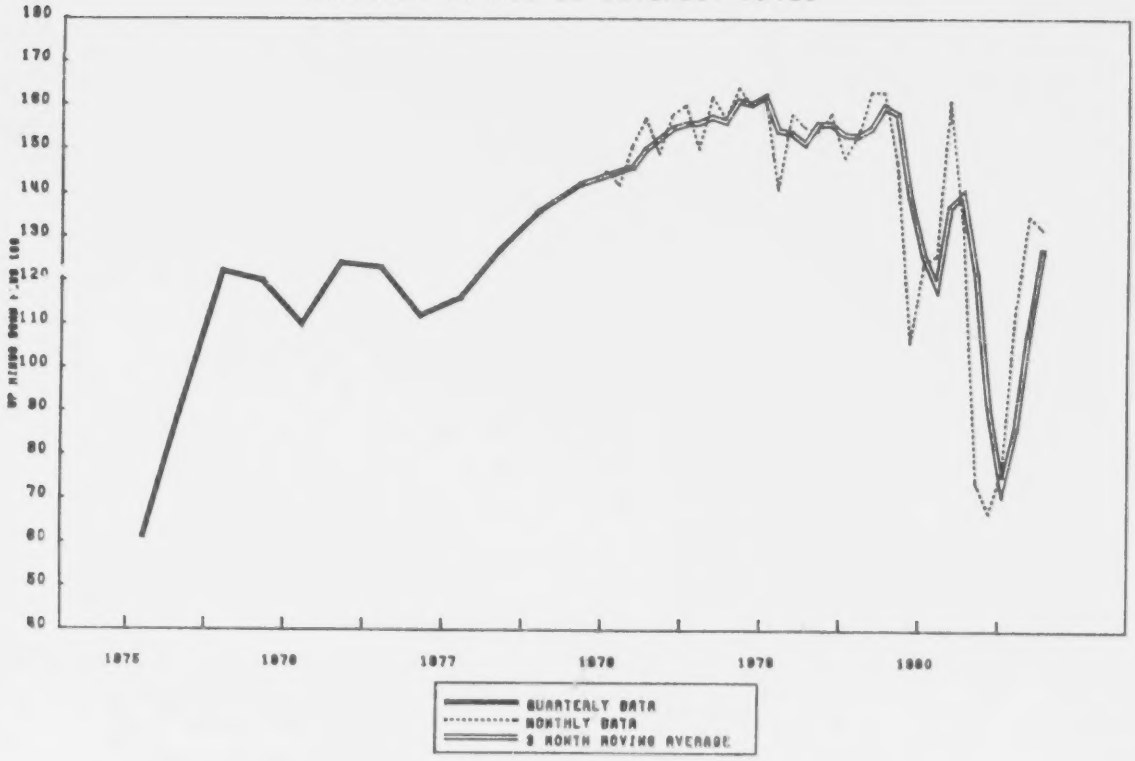

CHART 21 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

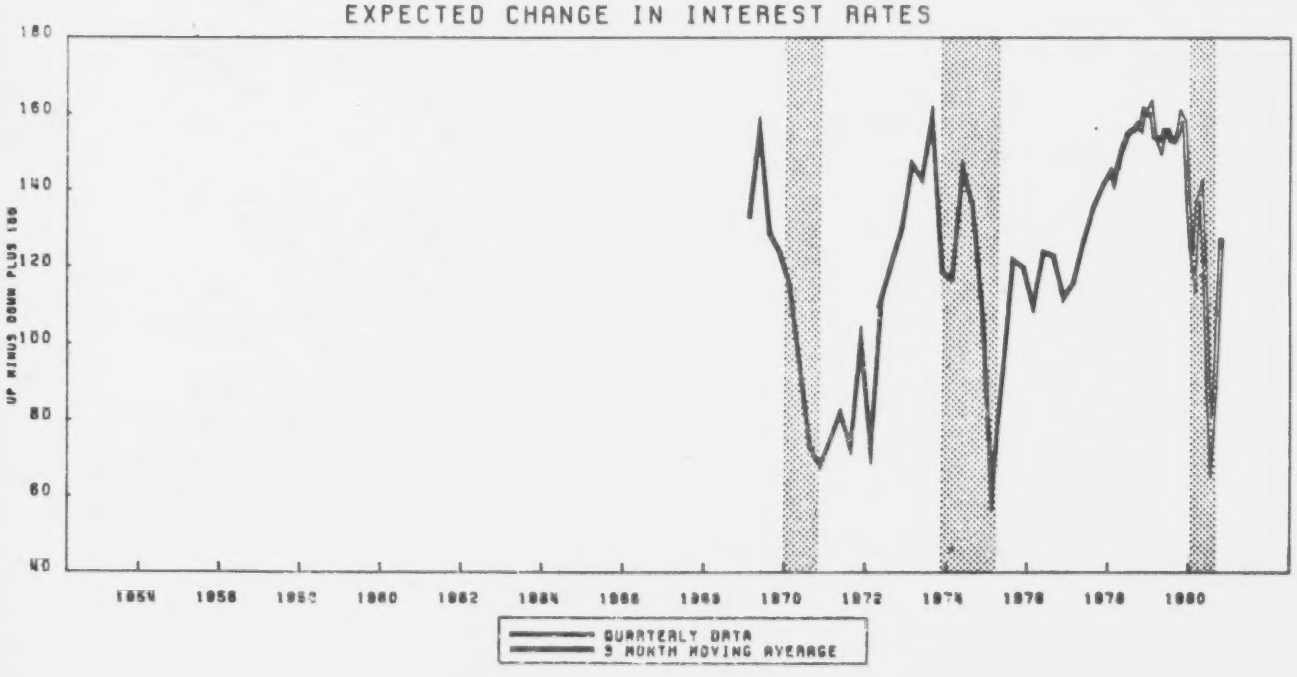

TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GO UP	70%	62%	40%	45%	47%	71%	56%	26%	21%	21%	39%	53%	49%
STAY THE SAME	20	20	22	30	29	16	18	20	22	31	30	25	26
GO DOWN	7	15	34	21	21	10	24	52	54	44	26	18	17
DK,NA	3	3	4	4	3	3	2	2	3	4	5	4	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

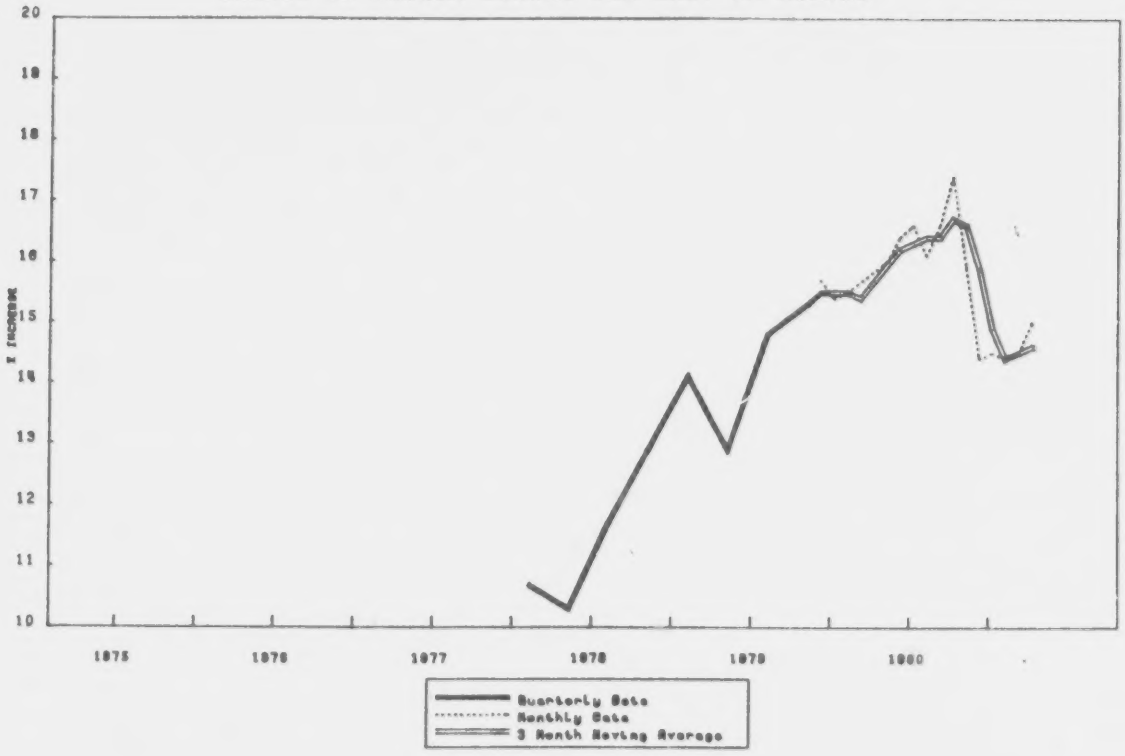

TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
SAME OR DOWN	na	2%	1%	1%	3%	2%	2%	5%	6%	4%	4%	4%	2%
GONE UP BY:													
1-2%		1	3	1	1	2	2	1	1	3	2	2	3
3-4%		3	3	4	3	5	3	4	3	5	6	5	4
5%		5	5	6	6	6	5	5	6	7	8	7	11
6-9%		10	10	6	9	8	9	6	10	11	12	9	11
10-14%		31	33	32	28	25	24	27	25	22	20	24	23
15% or more		34	31	35	38	41	43	37	33	29	32	31	32
DK how much up		14	14	15	12	11	12	15	15	18	15	17	14
DK,NA		*	*	*	*	*	*	*	1	1	1	1	*
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE		16.0	16.4	16.6	16.1	16.6	17.4	15.9	14.4	14.5	14.4	14.5	15.0
VARIANCE		162	188	176	149	167	179	175	140	168	160	151	169
CASES		1327	850	769	1019	707	719	703	688	668	658	682	685

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

na : Not available.

* : Less than half of one percent.

CHART 23 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

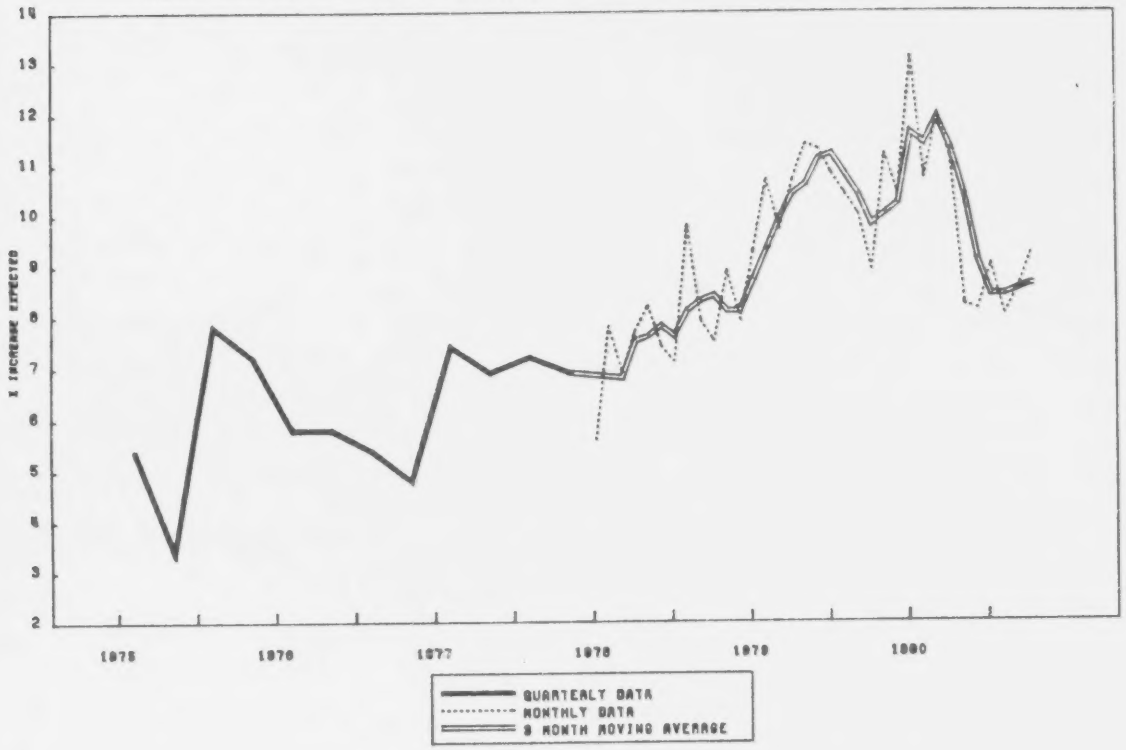

CHART 23 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

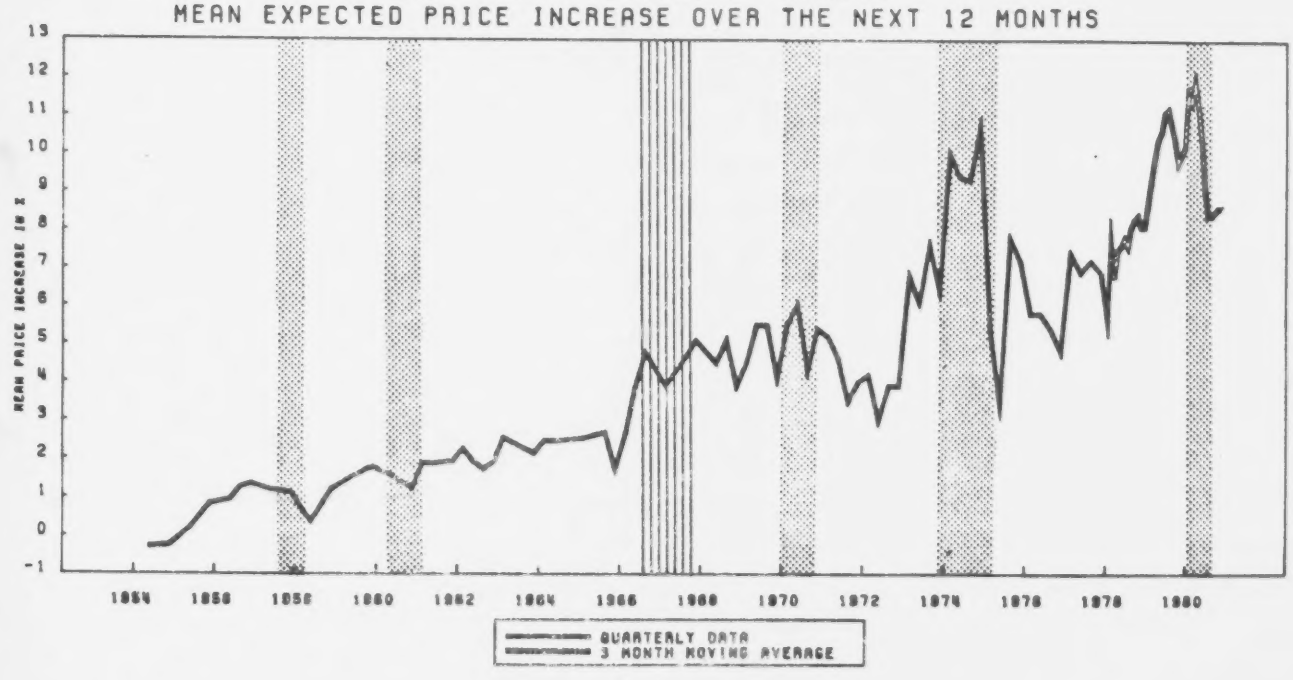

TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
SAME OR DOWN	13%	12%	14%	9%	8%	13%	20%	31%	27%	22%	18%	17%	20%
WILL GO UP BY:													
1-2%	4	2	3	2	4	3	2	1	3	3	6	5	3
3-4%	6	5	4	4	4	4	3	4	6	5	7	5	6
5%	10	7	7	7	11	8	7	9	7	8	11	11	10
6-9%	14	13	13	12	12	9	8	9	10	10	12	10	10
10-14%	25	29	28	28	31	26	24	17	20	21	24	23	24
15% or more	11	19	19	25	19	27	25	18	14	15	10	13	16
DK how much up	16	12	9	11	10	7	9	10	10	13	11	13	9
DK,NA	1	1	3	2	1	3	2	1	3	3	1	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	8.9	11.2	10.8	13.1	10.7	12.0	11.1	8.2	8.1	9.0	8.0	8.5	9.2
VARIANCE	71	111	103	139	84	122	125	92	89	95	71	68	100
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

CHART 24 - RECENT CHANGES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

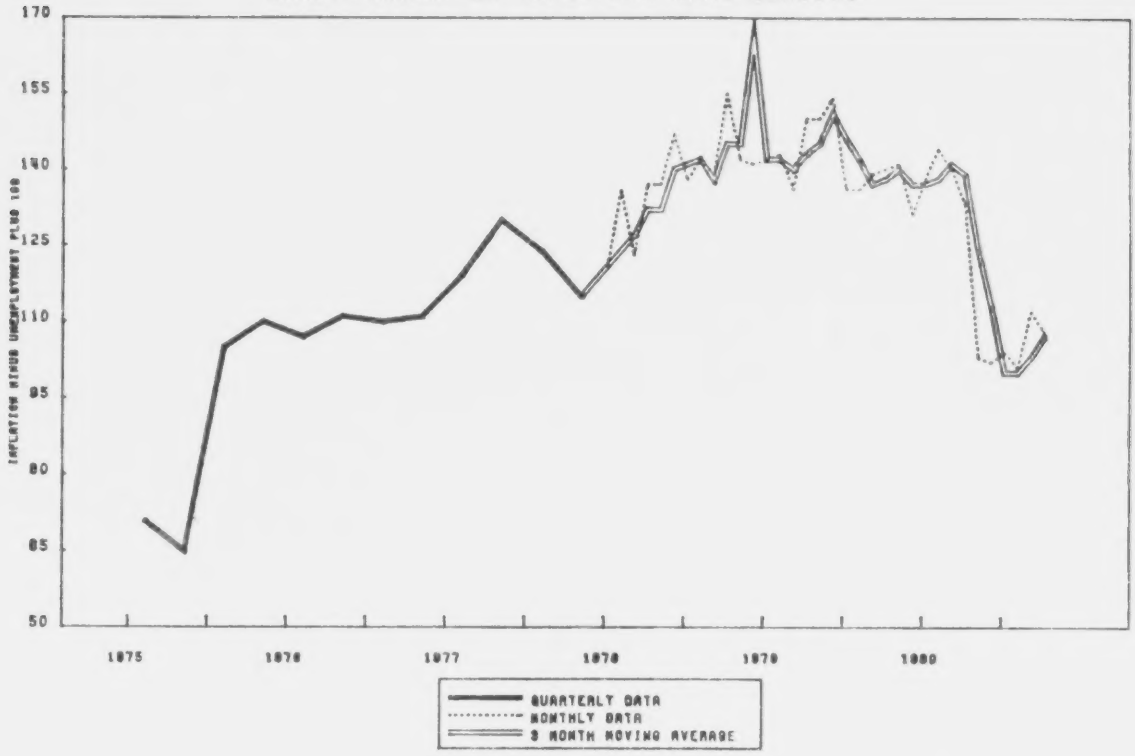

CHART 24 - HISTORICAL SERIES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

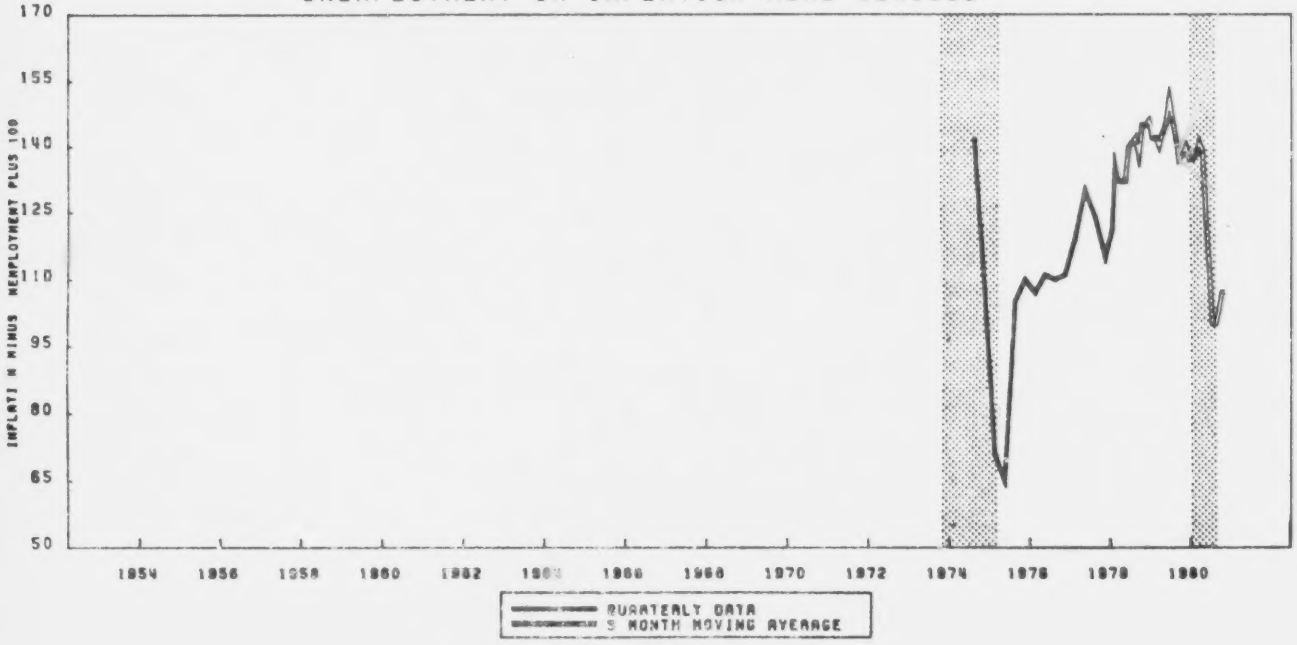

TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
UNEMPLOYMENT	25%	24%	29%	26%	24%	25%	26%	40%	43%	45%	43%	38%	40%
BOTH EQUALLY SERIOUS	8	8	9	7	7	8	14	16	11	11	10	9	11
INFLATION	65	65	60	64	68	65	59	43	45	41	44	50	48
DK,NA	2	3	2	3	1	2	1	1	1	3	3	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

CHART 25 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

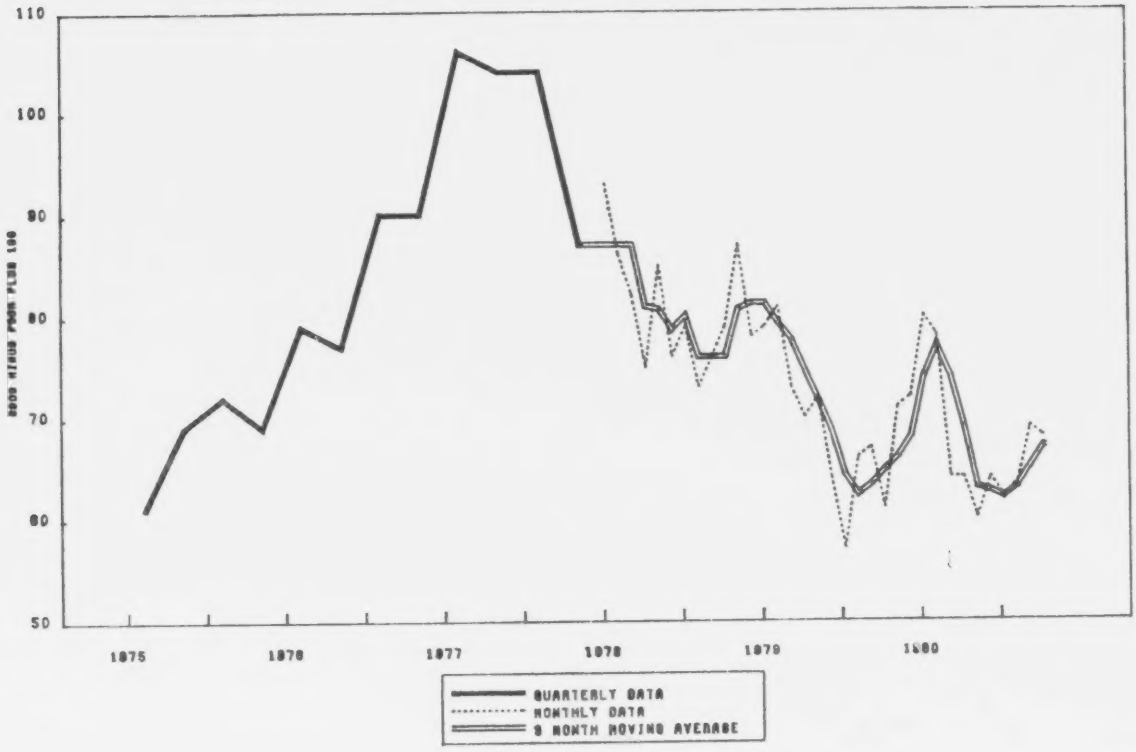

CHART 25 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

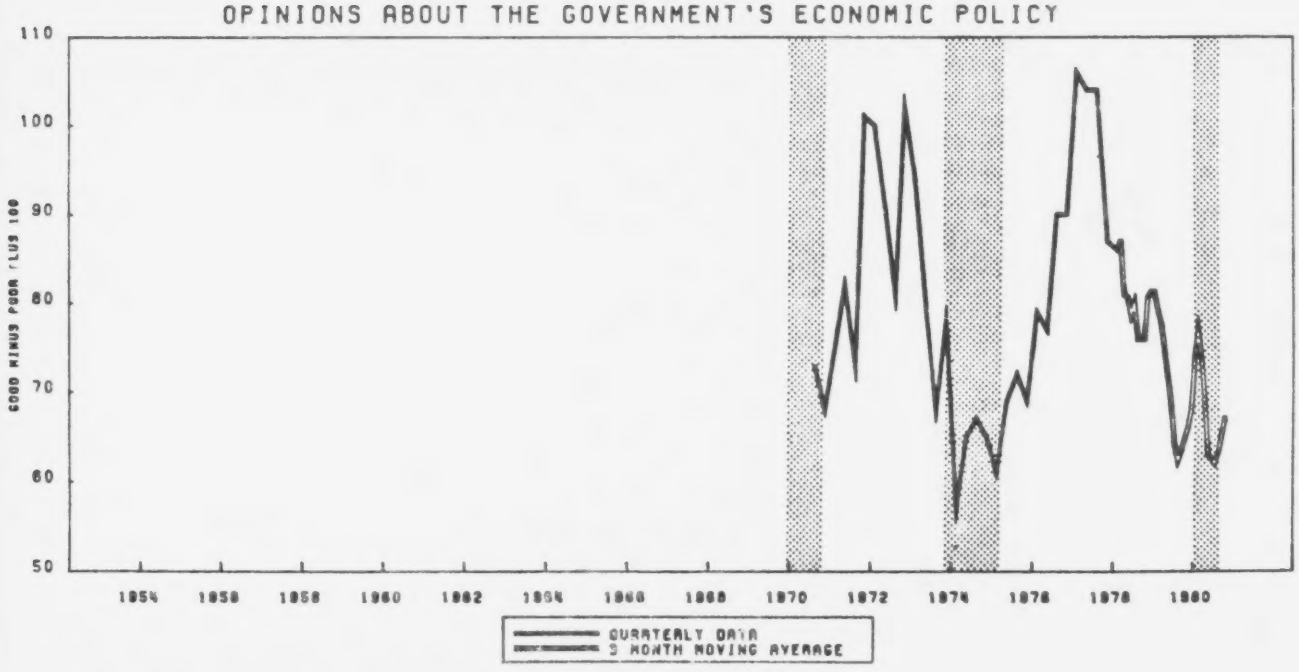

TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
A GOOD JOB	6%	10%	9%	11%	12%	7%	6%	5%	10%	9%	8%	10%	8%
ONLY FAIR	46	47	49	54	51	46	48	48	40	41	45	46	50
A POOR JOB	45	39	38	31	34	43	42	45	46	47	45	41	40
DK, NA	3	4	4	4	3	4	4	2	4	3	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 26 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

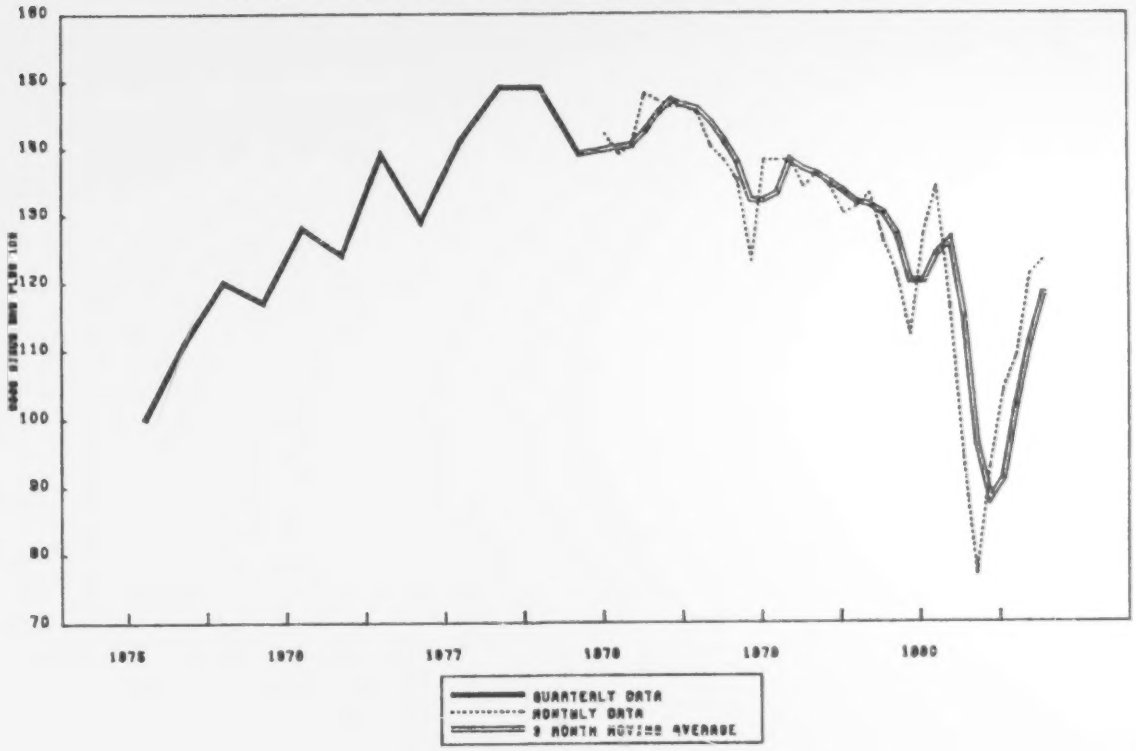

CHART 26 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

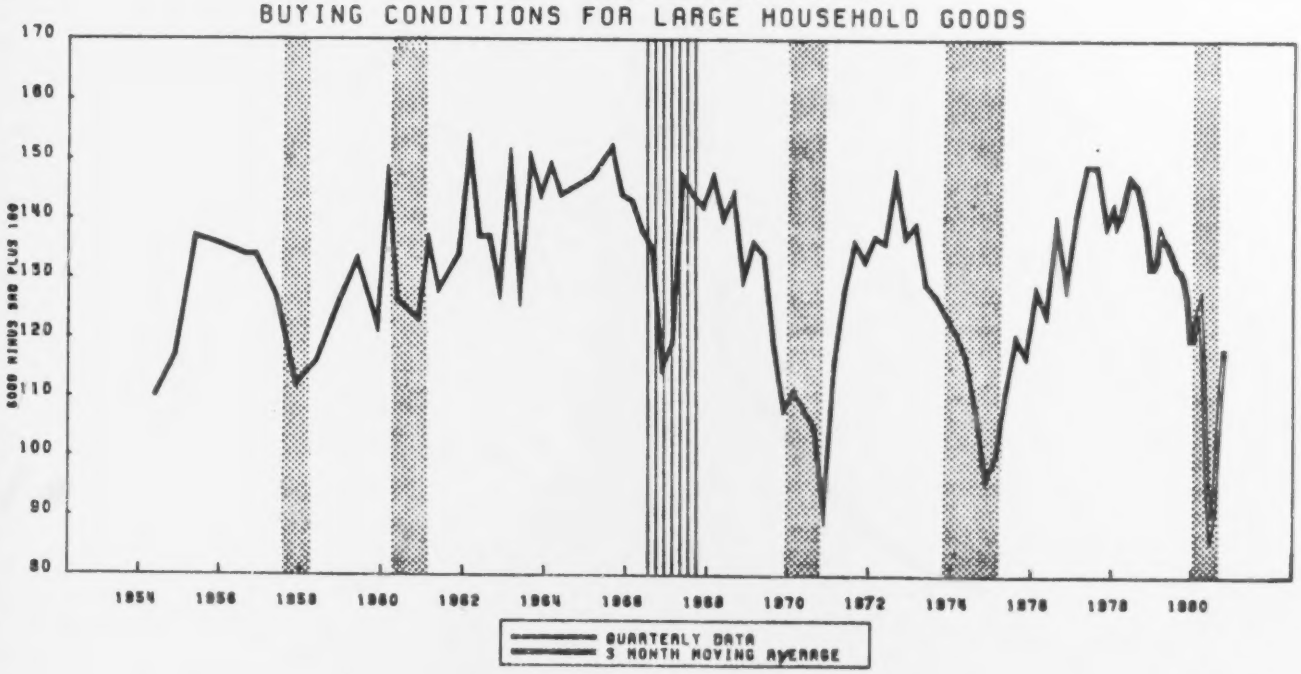

TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GOOD TIME TO BUY	58%	53%	52%	60%	60%	54%	41%	35%	41%	44%	47%	52%	55%
UNCERTAIN, DEPENDS	10	14	6	7	14	8	12	7	11	16	15	17	13
BAD TIME TO BUY	32	33	42	33	26	38	47	58	48	40	38	31	32
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GOOD TIME TO BUY:													
Prices are low; good buys available	8%	18%	12%	17%	23%	12%	9%	14%	16%	19%	17%	18%	20%
Prices won't come down; are going higher	48	27	38	47	33	43	28	23	26	22	27	31	30
Interest rates low; credit is easy	5	2	3	3	3	5	3	2	3	5	5	3	4
BAD TIME TO BUY:													
Prices are high	18	20	25	20	16	23	30	34	29	23	23	20	16
Interest rates are high; credit is tight	9	13	17	12	11	19	28	31	24	19	16	13	17
Lack of purchasing power	14	9	15	19	8	12	14	16	15	20	14	12	11

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

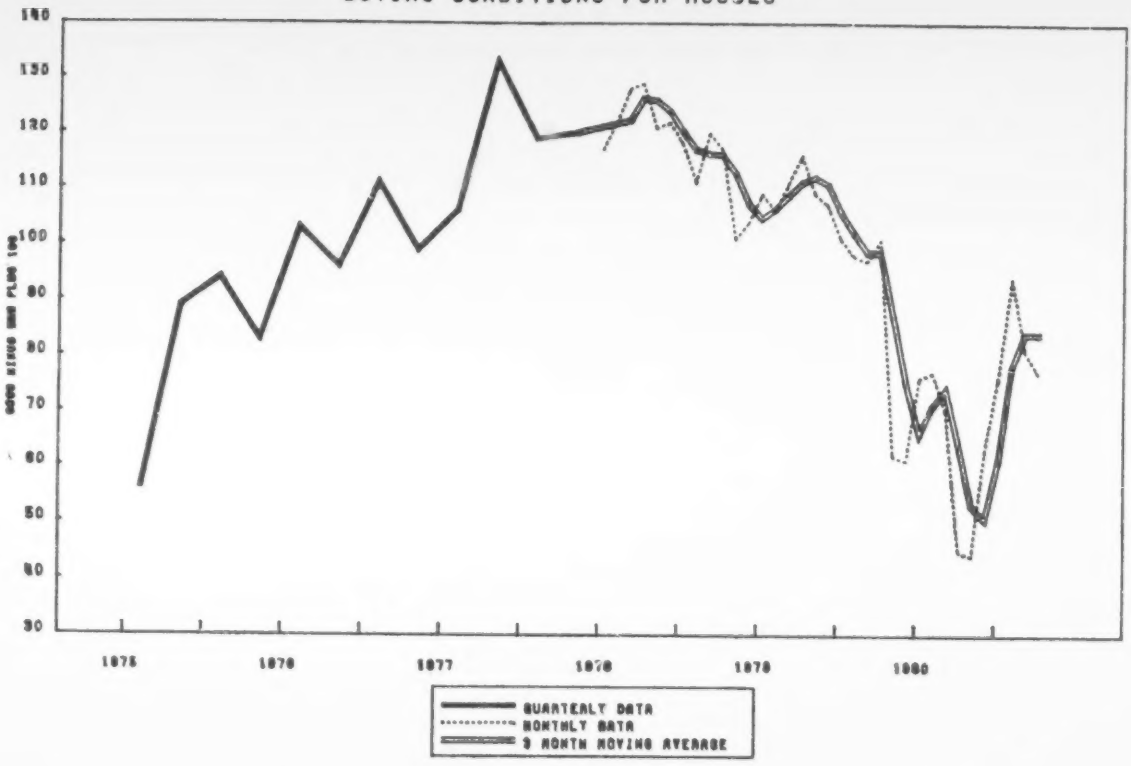

CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

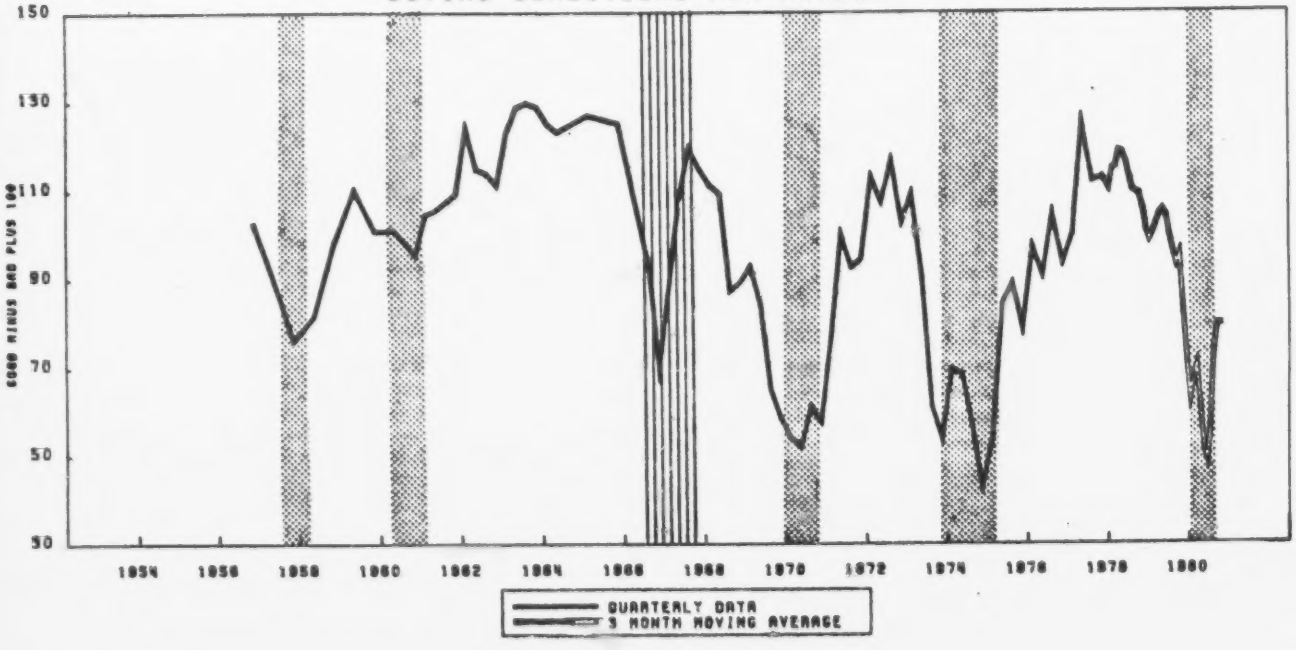

TABLE 28

BUYING CONDITIONS FOR HOUSES

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GOOD TIME TO BUY	47%	28%	28%	36%	36%	32%	19%	18%	29%	34%	44%	38%	36%
UNCERTAIN, DEPENDS	6	6	6	4	5	6	7	8	5	8	6	5	5
BAD TIME TO BUY	47	66	66	60	59	62	74	74	66	58	50	57	59
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GOOD TIME TO BUY:													
Prices are low; good buys available	na	3%	na	na	4%	na	4%	3%	6%	9%	9%	7%	4%
Prices won't come down; are going higher		17			20		8	8	11	12	14	17	17
Interest rates low; credit is easy		8			9		3	6	16	23	28	22	16
Good investment		8			12		9	7	5	6	10	9	8
BAD TIME TO BUY:													
Prices are high		31			30		31	30	27	30	26	29	27
Interest rates are high; credit is tight		68			56		76	75	66	53	41	50	56
Lack of purchasing power		9			8		8	9	10	15	12	11	12

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

na : Not available.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

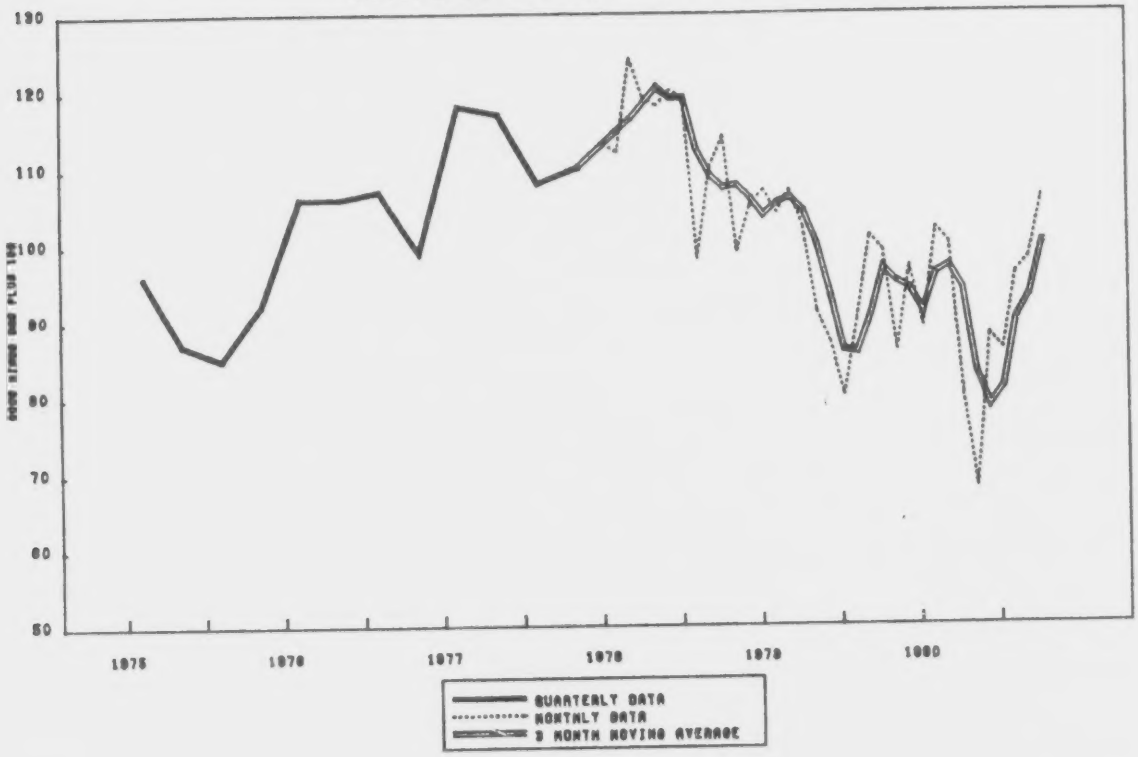

CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

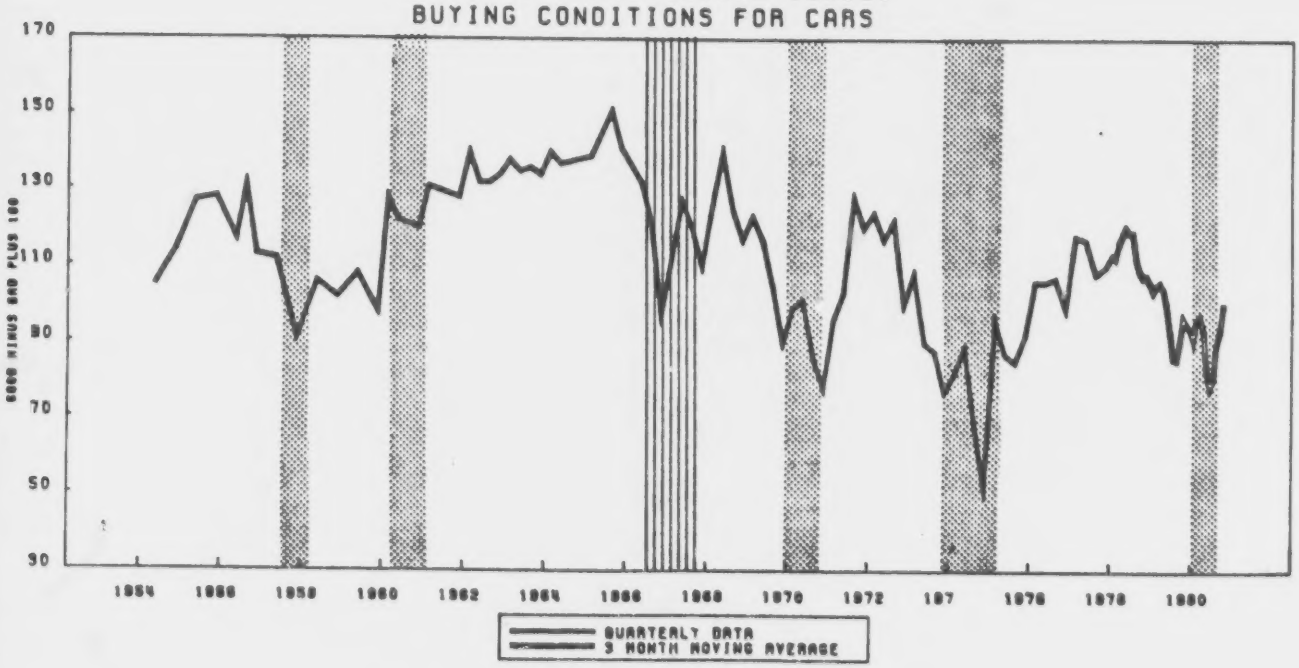

TABLE 30

BUYING CONDITIONS FOR CARS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GOOD TIME TO BUY	45%	38%	44%	40%	47%	45%	35%	29%	37%	36%	42%	42%	45%
UNCERTAIN; DEPENDS	9	10	9	10	8	10	10	10	14	14	12	14	16
BAD TIME TO BUY	46	52	47	50	45	45	55	61	49	50	46	44	39
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	1167	1327	850	769	1019	707	719	703	688	668	658	682	685

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
GOOD TIME TO BUY:													
Prices are low; good buys available	16%	14%	20%	13%	21%	19%	15%	25%	27%	25%	24%	20%	17%
Prices won't come down; are going higher	23	16	20	22	19	22	10	8	9	13	12	19	17
Interest rates low; credit is easy	3	2	1	2	3	3	4	1	3	4	4	4	3
New fuel efficient models	8	8	10	8	14	13	12	6	5	3	7	9	12
BAD TIME TO BUY:													
Prices are high	27	30	27	31	22	25	32	30	24	27	27	31	23
Interest rates are high; credit is tight	8	18	18	13	14	17	24	29	22	11	11	10	14
Lack of purchasing power	4	6	7	9	4	6	6	7	6	9	9	6	8
Price of gas; shortages	13	10	13	19	13	16	16	15	9	6	5	5	4
Poor selection; quality	10	8	8	10	10	9	8	7	10	13	13	11	13

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
PROBABLY WILL BUY	na	16%	na	na	20%	na	16%	13%	12%	17%	16%	16%	15%
CHANCES ARE EVEN		6			8		7	7	8	5	7	6	7
PROBABLY WILL NOT BUY		68			62		69	67	68	67	61	70	67
DK,NA		10			10		8	13	12	11	16	8	11
TOTAL		100%			100%		100%	100%	100%	100%	100%	100%	100%
CASES		1327			1019		719	703	688	668	658	682	685

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

na : Not available.

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	na	22%	na	na	28%	na	23%	20%	20%	22%	23%	22%	22%
PURCHASE TYPE:													
Buy new		9			14		11	7	9	10	8	11	12
Buy used		11			12		9	9	7	11	12	9	7
Lease		1			1		2	1	1	1	1	1	2
DK,NA		1			1		1	3	3	*	2	1	1
PURCHASE TIMING:													
Next 3 months		4			2		4	2	1	5	3	1	3
Next 4-6 months		4			7		6	6	6	5	5	6	4
Next 7-9 months		5			7		6	5	5	3	4	2	7
10 months or more		5			6		2	3	5	4	4	4	4
DK,NA		4			6		5	4	3	.5	7	9	4

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

na : Not available.

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Oct. 1979	Nov. 1979	Dec. 1979	Jan. 1980	Feb. 1980	Mar. 1980	Apr. 1980	May 1980	June 1980	July 1980	Aug. 1980	Sept 1980	Oct. 1980
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	na	68%	na	na	62%	na	69%	67%	68%	67%	61%	70%	67%
PURCHASE TYPE:													
Would buy new		41			36		40	39	38	40	35	38	44
Would buy used		25			24		26	25	27	24	24	30	20
DK,NA		2			2		3	3	3	3	2	2	3
PURCHASE TIMING:													
Less than 2 years		7			7		8	7	6	4	6	5	5
2 years		18			21		14	17	21	20	18	23	20
3 years		11			7		12	10	11	10	8	12	15
4 years or more		19			17		20	19	20	21	21	18	15
Indefinite		6			3		6	4	3	4	4	4	3
DK,NA		7			7		9	10	7	8	4	8	9

If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

na : Not available.